MARCH 3, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

LOOK . . . you don't have to have Crosby

SAY YOUR CLIENT'S appropriation is fist-size. He's scared of radio because he thinks of it — and would it be that *you* do, too — in terms of Crosby, Cantor and other powerhouses.

It's a mistake — as far as WOR is concerned.

Any client, or agency, can get splendid returns on WOR for a very minor amount. For instance . . . take a man who walked into WOR last week with about $500. That five-hundred *had* to work. It *had* to get prospects immediately. During the *first* week on WOR, his program turned up 500 people!

How would *you* like WOR to sell your wares that way for so little?

Call our sales office at PE 6-8600. Or write . . .

WOR

— that power-full station
at 1440 Broadway, in New York

Mutual

This is the

W. H. SNOW Family

of McLean County, Illinois

● Mr. and Mrs. W. H. Snow live on their 80-acre farm in agriculture-rich McLean County, Illinois, with their daughter and two husky grandsons. Their chief business is dairying, with ten cows milked daily. They raise hay and oats for feed and had 40 acres in corn last season. Their seven brood sows produced 36 pigs for market. The 80-acre farm is valued at $12,000, and most years they rent an additional 80 for feed growing. Mrs. Snow markets about 100 chickens every year, too, for extra cash.

The Snow family has spread over middle Illinois now, with sons or daughters raising their own families in Heyworth, Rantoul, Wenona and Bloomington.

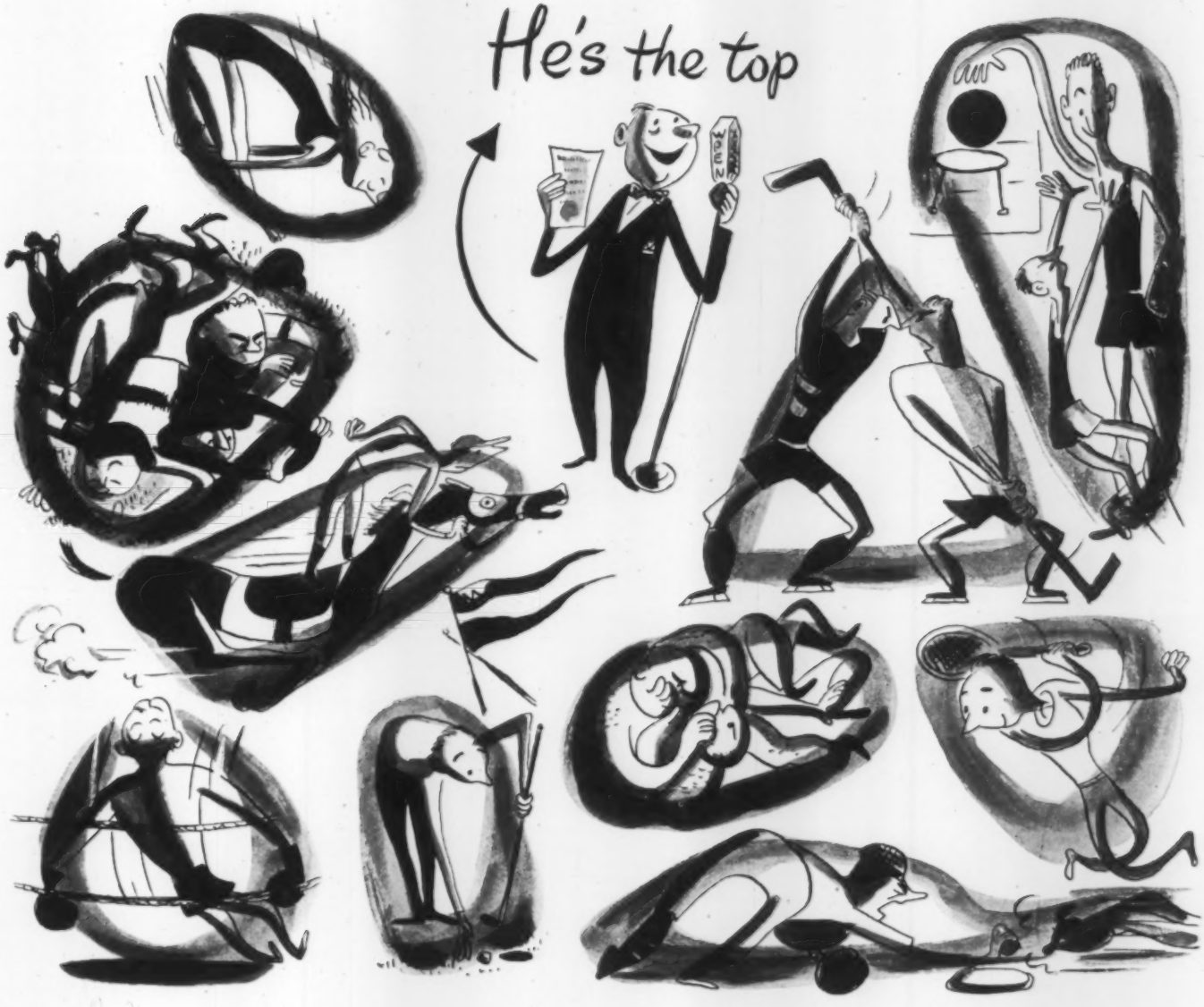
For 20 years, the Snows have been regular WLS listeners, appreciating Dinner Bell and Farm Bulletin Board because, as Mr. Snow says, they "keep us older farmers up with the times . . . enable us to ship our livestock to Chicago at the right time." The Snows have been Prairie Farmer subscribers for 40 years.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

Mr. and Mrs. W. H. Snow with (left) their daughter, Mrs. Mowbray.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.



He's Philadelphia's favorite sportscaster.

In 12 months, his Hooper rating has gone up 300%. It's *first* in *Philadelphia* for this type of program.

Obviously, Philadelphians appreciate his colorful delivery . . . his sure-footedness in the world of sports.

His name? Bill Sears. The station? WPEN—Philadelphia's surging independent owned and operated by The Evening Bulletin, the largest evening newspaper in America.

WPEN knows what Philadelphians want. They find it at 950 on the dial. Bill Sears' every weekday-evening sportscast is another reason why WPEN's Philadelphia audience grows apace.

We can give you what you want, too.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DESPITE seeming quiescence, Senate Majority Leader Wallace White is working on sweeping legislation to amend archaic Communications Act of 1934 which he co-authored. Although snowed under with appropriations, labor control and other top priority measures, he hopes to have integrated bill ready in few weeks. Never slipshod, he is carefully considering every proposed amendment but it definitely can be said he *will* propose legislation this session.

UNREST IN EVIDENCE among network affiliates over constantly recurring report that FCC will relax station identification rule to permit announcements at one-hour intervals instead of present requisite half-hour. Affiliates feel there would be reduction in network station breaks and resultant loss of substantial spot revenue now derived from such announcement.

ALTHOUGH LOATH to quote figures, Allied Purchasing Corp., representing some 40 department stores, has stepped up its use of local radio to point where it now exceeds national average. In 1944, APC stores represented about one-third of national radio average in retail radio advertising.

SALE OF WORD Spartanburg 250 w ABC affiliate to General Newspapers Inc., which recently purchased *Spartanburg Herald-Journal* from Smith Davis, newspaper financier, consummated subject to customary FCC approval. Price understood to be $85,000. Sellers are Mr. Davis and Joseph M. Bryan, vice president of Jefferson Standard, who acquired station two years ago.

INCENSED OVER FCC indiscriminate licensing of new daytime stations on clear channels, several I-A stations are expected to go to court forthwith. WSM Nashville and WGN Chicago may trek courtward this week. WLW Cincinnati and WHAS Louisville likely to follow suit. WJR Detroit last January appealed for stay order but was turned down and last Friday appealed from grant in Clanton, Ala. Contentions: Grants prejudge eventual conclusion of clear-channel case; FCC has denied IAs participation in hearings.

STATE DEPT. will ask Congress for supplemental apropriation of more than $7,000,000 to build relay facilities abroad to strengthen *Voice of America*. This is to be capital expenditure, not operating expense, and will be in addition to approximately $25,000,000 being asked for the Office of International Information & Cultural Affairs (OIC).

WITH assurances by NBC that network would continue to cover major cost ($15,000) of *Fred Waring Show* (11-11:30 a.m. EST), Leo Burnett Co. Chicago has recommended show now sponsored Tuesday and Thursday by American Meat Institute to two other national accounts. Both Minnesota Valley Canning Co.

(*Continued on page 78*)

Upcoming

March 3: NAB News Subcommittee, Program Executive Committee, New York.

March 3-6: IRE 1947 Convention, Hotel Commodore, Grand Central Palace, New York.

March 5: NAB Special AFRA Committee, Hotel Statler, Washington.

March 7: FCC hearing re amendments to Standards of Good Engineering Practice concerning standard stations.

March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.

(Other Upcomings page 65.)

Bulletins

PRODUCER Cecil B. DeMille granted April hearing before California State Supreme Court to seek reversal lower court rulings which cost him AFRA membership. He was forced off air as $90,000 a year m.c., director and narrator CBS *Lux Radio Theatre* in 1944 for refusal to pay one dollar assessment levied to support AFRA lobby against anti-closed-shop legislation in California.

THREE St. Louis stations—KWK, KMOX and KXOK—faced possibility of strike over weekend as BROADCASTING went to press Friday but prospects appeared good for settlement. Contracts all expired but continued on indefinite basis pending negotiations.

CHARGES that Mutual discriminated against at least three union members in economy dismissals last week will be filed this week with National Labor Relations Board, New York, by United Office & Professional Workers of America (CIO) Radio Guild.

OPERATIONS TELEVISED

DOCTORS from all parts of world saw series of operations Thursday, Friday and Saturday at Johns Hopkins Hospital via 10 RCA television receivers in rooms adjacent to operating room. Three "blue baby" operations performed, with RCA crew operating two image orthicon cameras, one on light fixture directly above table, other in gallery; via closed circuit.

Over 300 doctors attending Johns Hopkins Medical & Surgical Assn. meeting enthusiastic over demonstration, conceived by Dr. I. Ridgeway Trimble and Dr. Frederick M. Reese of Johns Hopkins staff. Event marks new day in medical education, with less danger of infection from viewers in ampitheatre, they agreed. RCA staff included Richard Hooper, Norman Dean, Walter Lawrence, Frank Helgeson, Frank Jordan, Ellis Whittaker.

Business Briefly

WHITEHALL CHANGE ● *Ellery Queen Show* Wed. 7:30-8 p.m. on CBS moves time to NBC replacing *Bob Burns Show*, Sun., 6:30-7 p.m. Both sponsored by Whitehall Pharmacal Co., N. Y. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

TWO NBC RENEWALS ● NBC Friday announced two 52-week renewals effective March 31—General Foods *When a Girl Marries*, Mon.-Fri. 5-5:15 p.m., through Benton & Bowles; Socony Vacuum Oil Co. *Victor Borge Show*, Mon., 9:30-10 p.m., through Compton Adv.

GARRETT ON 150 ● Garrett & Co., New York (Garrett, Virginia Dare wine) using chain breaks and announcements on 150 stations for eight weeks. Agency, Ruthrauff & Ryan, N. Y.

LEE RENEWS ● Frank H. Lee Co., Danbury, Conn., effective March 2 for 104 weeks, renewed sponsorship of *Drew Pearson Program* on ABC, Sun. 6-6:15 p.m. Agency, William H. Weintraub & Co., N. Y.

NEW CAMPBELL SHOW ● Campbell Soup Co., Camden, April 6 replaces Hildegarde with package comedy-drama *Corliss Archer* on CBS for 26 weeks. Agency, Ward Wheelock, N. Y.

SUNSHINE SPOTS ● Sunshine Biscuit Co., New York, has started spot campaign for 13 weeks on 67 stations in 23 markets. Agency Newell-Emmett Co., N. Y.

WDAS SOLD FOR $485,000, WFOY FOR $100,000

SALES of WDAS Philadelphia, 250-w independent on 1400 kc, for approximately $485,000, and WFOY St. Augustine, CBS affiliate on 1240 kc with 250 w, for $100,000 reported by FCC Friday. Both need FCC approval.

WDAS sale is by President Alexander W. Dannenbaum and Cecile L. Naumburg (50% each) to William Goldman Theatres Inc., Philadelphia theatre operators, wholly owned by Mr. Goldman. WFOY transfer is from Glenn Marshall Jr. (54%), Ed Norton (28%), and Frank King (18%) to J. C. Bell, former president and 44% stockholder of WBRC Birmingham, now engineer in St. Augustine.

WFOY sale is in compliance with conditions specified by FCC, under duopoly rules, in granting 5-kw operations on 1460 kc to WMBR Jacksonville, owned by WFOY interests [BROADCASTING, Jan. 20].

NET PRESIDENTIAL PICKUPS

CLYDE HUNT, chief engineer of CBS Washington, flew to Mexico City over weekend to supervise engineering pickups for combined network broadcasts by President Truman from Mexican capital at 10:30 p.m. (EST) March 3 and 1 p.m. March 6 at Baylor U., Waco, Tex., where Chief Executive will receive degree. John Adams, CBS, will announce Mexico City combined pickup; Bryson Rash, ABC, Baylor U. combined network broadcast.

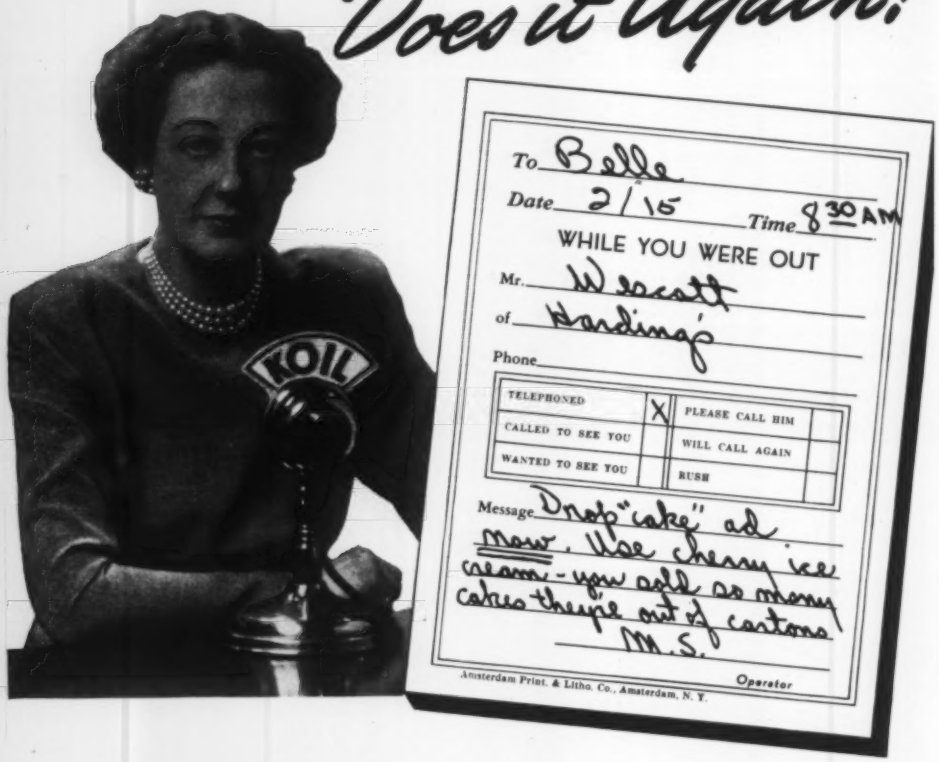
KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

"POLLY the SHOPPER" *Does it Again!*


KOIL
To Belle
Date 2/15 Time 8 30 AM
WHILE YOU WERE OUT
Mr. Wescott
of Hardings
Phone
TELEPHONED X PLEASE CALL HIM
CALLED TO SEE YOU WILL CALL AGAIN
WANTED TO SEE YOU RUSH
Message Drop "cake" ad. Now. Use cheesy ice cream - you sell so many cakes they're out of cartons M.S.
Operator
Amsterdam Print. & Litho. Co., Amsterdam, N. Y.

Success stories are routine for KOIL . . . the above memo to Belle West is just one of the many. Belle is "Polly the Shopper" to thousands of listeners in the Omaha and Council Bluffs area.

A short time ago, Mr. Wescott of the Harding Co. (makers of Hardings Sealtest Ice Cream) ordered a series of ten, 1-minute announcements to feature ice cream cakes. After six spots were used, Mr. Wescott phoned the above message.

It happens again and again with KOIL! If YOU want service, performance and results in the Omaha and Council Bluffs area, let KOIL deliver this big market for you. Make every penny of your time dollar profitable . . . contact us or our national representatives.

Service-Performance-Results

CHARLES T. STUART
Pres. & Executive Dir.,
Offices Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Paul Fulcomer, Elizabeth Jo Hailey, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Patricia Ryden, Dorothy Macarow. **Bruce Robertson, *Senior Associate Editor.***
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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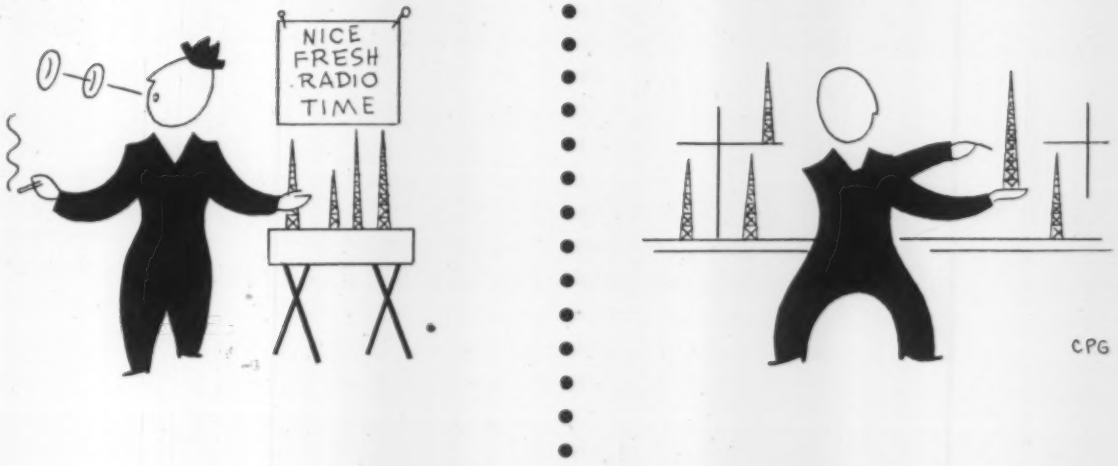
SUBSCRIPTION PRICE: $5.00 PER YEAR, 20¢ PER COPY

There's a world of difference... between "peddling" and selling!



There is no trick in selling radio time as we do it at URS. It's simply a matter of knowing our stations' operation inside-out from engineering to market . . . and then applying good old-fashioned salesmanship. There's no "you-pays-your-money-and-takes-your-choice" thinking here.

Yes, there's a world of difference between "peddling" and honest to gosh selling. Good salesmanship is a valuable service to both buyer and seller. It requires vision, complete knowledge of radio markets plus enthusiasm and plain hard work. And every URS man is a first line salesman by those standards; sincere and with a genuine desire to do a profitable turn for the radio stations he represents and the advertising agencies he serves.

Universal RADIO SALES

URS — Universal Radio Sales

George E. Hughes
Vice-President, General Manager

Head Office
New York City
730 Fifth Ave.

Edwin C. Pancoast, Jr.
Eastern Sales Manager

New York
730 Fifth Ave.
Circle 6-7447

John Stebbins,
Central Sales Manager

Chicago
360 N. Mich. Ave.
Central 6815

Bary Keit,
Western Sales Manager

Los Angeles
6757 Hollywood Blvd.
Hollywood 8282

Rod McArdle,
Pacific North-West Sales Manager

Seattle
Bigelow Building
Seneca 1001

It happened on NBC

STORY OF AN IDEA . . . It began with Alexander Graham Bell, born one hundred years ago, on March 3, 1847. He gave the world the telephone and lent his name to the great Bell Telephone System with its family of millions of subscribers.

Early in its career the telephone was enlisted for service as well as communication. Our history is full of valiant telephone operators who warned endangered communities in times of fire, flood, and storm.

In 1922 the idea was carried another step forward—to entertainment by telephone lines. The American Telephone and Telegraph Company believed the infant art of radio could be served by linking stations across the nation with telephone wires. The result was the world's first radio network, nucleus of NBC.

The linking of communication and entertainment was further advanced seven years ago when the Bell Telephone System sponsored the initial Telephone Hour on NBC. Since then every Monday night the dial tone in millions of homes has been great music.

AMERICA'S NO. 1 NETWORK

Simply by turning on their radios, listeners can be entertained by the great artists of the musical world. Fritz Kreisler, Helen Traubel, Marian Anderson and a host of others are regular guests. Accompanying these great soloists are Donald Voorhees and his 57-piece Bell Symphonic Orchestra. One noteworthy feature of the Telephone Hour is its commercials. These are among the most interesting in radio and deal with subjects which help the listeners understand their telephone service better and use it more effectively.

How to dial America? Build a great musical program like the Telephone Hour. Give it wings that Mercury would envy—the powerful facilities of the NBC Network. Flash its weekly gift of fine music to the grateful homes of the vast NBC audience. Let it be heard in the company of other great shows on NBC.

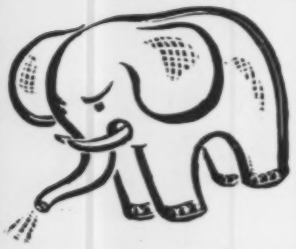
The result: a distinguished program that rings the bell with millions of listeners at the same time it wins scores of critical awards, hailing it an outstanding model of radio excellence.

NBC

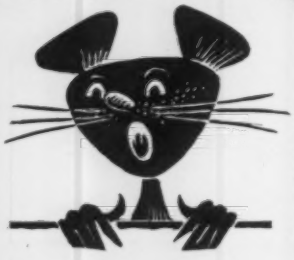
A Service of Radio Corporation of America

. . . the National Broadcasting Company

Remember the story about...



THE ELEPHANT



THE MOUSE

Keep your eye on WWDC in Washington! It's the station with the big sales wallop. There's only one reason for its power . . . people LIKE the station and its programs. We have sales success stories galore . . . we'd like to show them to you.

Keep your eye on

WWDC

"IN WASHINGTON, D. C."

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

THE CONFESSION of an alleged murderer as recorded by WLEU Erie, Pa., was played back in the courtroom Feb. 11, upon request of the District Attorney. The first time WLEU was called on to aid in the murder case was March 14, 1946, when the accused, Mike Dominick, was brought to the studios at 3 o'clock in the morning so that his confession could be recorded.

A fortnight ago at the trial, WLEU Chief Engineer Clarence A. Baker, who made the recordings, played them back in the court. Mr. Baker also had to testify to the authenticity of the recordings.

As the four records were played, the alleged murderer sat calmly listening to his own voice coming from the records, making a confession of the crime. At the same time, he vehemently denied killing the slain man.

The story Dominick told on the recordings was substantiated by his story to FBI agents in Savannah, according to the Erie *Dispatch-Herald-Sun.*

Engineer Baker plays back the recordings for the jury.

Sellers of Sales

PROOF that radio is still a young man's game can be found in the career of George Washington Clark, who earned his position as account executive at Grant Advertising, Chicago, the hard way. Born in River Forest, Ill., July 13, 1913, George started in the field of unlimited possibilities when he was 19 years old. His first job was with Radio Circulation Builders, at $25 a week, a $25,000 salary for a young tyro in the depression years.

On July 14, 1933, he married Virginia (Dinna) Rhoads and in 1935 the couple moved to California where George worked on the *Los Angeles Times* classified section and the *Ontario Daily Report* display division. Preferring the Chicago wind to the California rain, the Clarks returned to Chicago a year later and George joined the *Wheaton Daily Journal*, handling display advertising and circulation.

GEORGE

With a desire to increase his finances, George peddled Remington Rand typewriters for five months; but with a stronger desire to find his right element, he constantly camped on Glenn Snyder's (WLS Chicago general manager) doorstep "nagging" for an opportunity. As a result of George's aggressive proclivities, or Mr. Snyder's exhaustion, George was put on the WLS sales staff at a starting salary of $80 a month. He stayed for three years and garnered quite a lot of farm advertising knowledge.

He left his WLS teachers to practice on his own in 1940 and joined WLW's new Chicago office. Three years later he was made manager of the station's Chicago office and in 1944 was transferred to the New York office as assistant manager. But after a year of New York the "bucolic" ways of Chicago again lured the Clarks and George joined Mutual's midwest sales department. Among his sales were *Queen For A Day* to Alka Seltzer and *Nick Carter* to Cudahy Packing Co. He also added a few ideas to *Queen For A Day's* gala broadcast from Chicago's crowded loop intersection, State and Madison.

George left Mutual in September 1946 to enter the agency field. At Grant he is account executive on Atlantic Brewing Co. (Tavern Pale beer) and an on-record solicitor of new business.

The Clark's have two children, Billie, 4, and Dinna, 9. The whole family enjoys a common hobby, horses. Just a year ago George built a stable, adjacent to their Wheaton home, where he shelters two five-gaited horses, a cow pony for young Dinna, and a Shetland pony for Billie. Very few weekends go by that Wheaton residents don't see the Clark's galloping through the streets.

TO REACH THIS RICH MARKET ECONOMICALLY- BUY

WRAW

READING, PA.

(Established 1922)

"A Steinman Station"

Represented by

RADIO ADVERTISING COMPANY

New York • Dallas • Chicago

San Francisco • Hollywood

NBC AFFILIATE

Atlanta's New

"WHERE PEACHTREE MEETS PONCE DE LEON"

STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Cornell University

Two years, Fidelity & Casualty Co. of N. Y.

Three years, Phelps Dodge Copper Products Corp.

Three years, U. S. Navy

Free & Peters (New York Office) since June, 1946

Look who's here now!—

ROBERT J. MCNAMARA!

After a man has graduated from college, then put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial" — after all *that*, we figured he ought to make a darned good F & P Colonel. And Bob McNamara *has!*

As a matter of fact, Bob is pretty typical of all our good men, here at F & P. Some of us got our earliest training in radio, newspapers and other media — some of us in advertising agencies and departments — some of us in "business." But *all* of us had successful records even before joining F & P . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our old records, year after year, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SAN DIEGO	KSDJ
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* Plaza 5-4130 CHICAGO: *180 N. Michigan* Franklin 6373 DETROIT: *Penobscot Bldg.* Cadillac 4255 ATLANTA: *Palmer Bldg.* Main 5667 HOLLYWOOD: *6331 Hollywood* Hollywood 2151 SAN FRANCISCO: *58 Sutter* Sutter 4353

BROADCASTING
TELECASTING

VOL. 32, NO. 9 WASHINGTON, D. C., MARCH 3, 1947 $5.00 A YEAR—20c A COPY

Is AFM Blocking FM and Television?

Power to Subpoena Petrillo Given Congress

JAMES CAESAR PETRILLO will shortly receive an invitation to appear before the House Labor Committee to answer charges that AFM actions have interfered with development of FM, television and educational broadcasting.

Committee members indicated they will also look into evidence that the union has, "through dictatorial rule" seriously hindered AM broadcasting.

Subpoena Powers

BROADCASTING learned Friday that if the AFM president should refuse the invitation, Chairman Fred A. Hartley (R-N.J.) will issue a subpoena. Subpoena powers were granted the committee Wednesday in a resolution passed in the House by a vote of 349-29.

In preparing for Mr. Petrillo's examination the committee will probably consider the uncertain status of the Lea Act, due for Supreme Court test in April [BROADCASTING, Feb. 3]. Interest in AFM operations was heightened by testimony of Dr. Joseph E. Maddy who suggested to the committee on Feb. 18 [BROADCASTING, Feb. 24] that there should be legislation to force the AFM to justify "arbitrary" actions before a "disinterested court or tribunal."

Mr. Petrillo, as he appeared on his last congressional visit—before the Senate Interstate Commerce subcommittee in January 1943.

The committee, preparing to write "corrective" labor legislation, is seeking to determine what means may be taken to prevent Mr. Petrillo from engaging in practices alleged to be unfair to both employers and to union members, who, it has been charged, have no voice in the conduct of their union.

Particularly interested in AFM is Rep. Carroll D. Kearns (R-Pa.) who told BROADCASTING that the committee will sit at night if necessary "to do a thorough job" on the music union boss.

Mr. Kearns is an AFM card holder [BROADCASTING, Feb. 24] and a nationally known concert artist with considerable musical experience in the Petrillo-controlled Chicago area. As committee member most thoroughly acquainted with AFM background and the case of musicians and educators, he will take a leading role in the group's investigation of the music czar.

Hoffman Anxious to Question

Rep. Clare E. Hoffman (R-Mich.) is also anxious to interrogate the AFM chief, but has protested a committee rule which permits only five minutes to each committee member for cross-examination. Unless Chairman Hartley permits a

(Continued on page 77)

Year's Study of AM Daytime Skywave Asked

CCBS Says Current Trend May Lead Airwaves To 'Chaos'

By RUFUS CRATER

AN FCC INVESTIGATION of the characteristics and effects of AM daytime skywave signals, not now recognized by FCC Standards, was requested in a petition filed with the Commission last Thursday by the Clear Channel Broadcasting Service.

CCBS asked that the Commission withhold action on all applications for daytime use of Class 1-A and 1-B channels, at least within 1,200 miles of dominant stations, pending the outcome of the study, which it said "should extend over a period of a year." It did not feel, however, that it would be "necessary or advisable" to postpone a decision in the still-uncompleted clear-channel proceedings until the investigation is finished.

The petition, filed by CCBS Counsel Louis G. Caldwell with an accompanying engineering affidavit by Chief Engineer George F. Leydorf of WJR Detroit, declared that unless further daytime duplications of clear channels are stopped "actual field measurements will be impossible or nearly so because of the existence of too many interfering signals on the same channel."

Might Mean Chaos

"Continued daytime duplication on clear channels might well result in chaos on the daytime airwaves, which would be a high price to pay for such action," the petition asserted.

The investigation would be followed, under the CCBS request, by amendment of the AM Engineering Standards "to such an extent and in such manner as may seem desirable and proper from the results" of the study.

Enough reliable information on daytime skywave is currently available "for certain distances and frequencies and for certain (winter) months of the year . . . to demonstrate that the present Rules and Standards are inadequate concerning daytime transmission and that the Commission is allocating daytime frequencies without full and complete knowledge of the actual interference being caused thereby."

It was pointed out that a similar investigation of nighttime skywave signals was conducted under FCC direction in 1935 at the request of a group of clear channel stations. The results were used as the basis for calculating nighttime skywave signals and skywave interference signals "and form the basis for the Commission's existing Rules and Standards governing nighttime skywave transmissions."

"It is the same kind of curves, based upon actual measurements, which petitioner urges should be obtained as a basis for daytime allocation of frequencies," the petition declared.

One of the results, it was predicted, would be a showing "that the effective service areas of stations operating in daytime can be greatly increased."

CCBS expressed belief that "the temporary halting of duplication on 1-A and 1-B channels within reasonable distances (not less than 1,200 miles) of dominant stations will not actually hamper the Commission in its work but, to the contrary, will enable the Commission to obtain adequate and comprehensive data upon which it can base proper allocation in the future."

The petition recalled that once before CCBS had asked for a cessation of wholesale licensing of daytime stations on clear channels and that FCC replied that: "If the power of existing 1-A stations is raised substantially, it may very well be that daytime skywave interference will become a problem that should be dealt with in the Rules and Regulations or Standards of Engineering Practice."

The clear channel group responded that "the problem is not

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Blue Book, Red Ink, Budget & You . . . . . An Editorial

NONE CAN DENY—and we shall be the last to attempt to do so—that BROADCASTING has watched the activities of the FCC through the years with a vigilance which occasionally might have become truculent.

Through those years—in the administrations of Prall, McNinch, Fly, Porter and Denny—we have found cause to ring the warning welkin against increasing incursion of Government into free American radio.

Our motive has been an honest one, remains an honest one: to maintain radio in this nation as free as the press, in full knowledge that the freedom of America itself has been founded on her institutions of assembly—the church, the press, the motion picture, the public forum and now radio.

The year 1946, with its Blue Book * and its economic inquisitions, marked an all-time high in the effrontery of the Commission to legislate beyond the limitations of the law under which it operates. Or an all-time low, according to whether you were on the playing field with the Durrs and Mindermans and Siepmanns or occupied bleacher seats with the broadcasters. However, we are encouraged to believe for reasons that require no delineation here, that Chairman Charles R. Denny and some of his colleagues have no ulterior design on a system of Government which permits them to perform in high offices. We are sanguine enough to hope that in asking for the highest peacetime budget of its history for the fiscal year 1948, the FCC's top policy planners, or a majority of them, wish to devote it to pursuits outlined by Congress.

Request for $7,300,000

To such end, that the FCC will have sufficient funds to operate *within the law*, we solicit the careful reflection of Congress in considering this agency's request for more than $7,000,000. We recognize the impracticality of granting the Commission that amount if the Congress is to cut Federal expenditures, its avowed purpose. We can assume most certainly that the FCC will not get $7,300,000, as sought.

There must be a reasonable compromise, and that compromise doubtless will be found by a sub-committee of the House Committee on Appropriations this month when budget hearings will be held on independent agencies.

This sub-committee, we hope, will not undertake a witch-hunt. We can assure the subcommittee there are no witches at the FCC. There are, we believe, a few pink-nosed gremlins, but in no sufficient number to destroy the aspirations of those at the Commission who profess to view radio as a free medium.

For the guidance of the legislators who will discuss finances with the Commission, we pose a few questions which might be put to Mr. Denny and his colleagues. These questions should develop areas in which the Committee could reduce Commission operation costs by the elimination of useless and questionable, if not illegal functions.

Radio Expanding Rapidly

The questions follow—and in publishing them, we stress again the necessity for more than casual consideration of the FCC's requests. The radio art, in all its facets, is expanding with startling rapidity. The FCC must advance with the laboratory. These questions, then, may demonstrate where money can be saved at the Commission in some functions and even, perhaps, be turned into other and more useful channels.

They are printed herewith because the FCC budget is a public matter. And they are questions which, one can assume, would not normally issue from the mouths of the FCC witnesses themselves.

How much, would you estimate, has it cost the FCC to conduct the inquiries and pay the personnel who participated in the development and formulation of the so-called Blue Book?

How many people worked on the Blue Book? What number of man-hours went into its preparation, and how many man-hours have been devoted to procedure growing out of its issuance?

What was the role of Charles A. Siepmann in preparing the Blue Book?

What was Siepmann's prior background in American broadcasting?

How long was he employed at the FCC?

Is the Blue Book considered a set of regulations?

Does the Blue Book specify what types of programs should go on the air?

Does the Blue Book specify what types of programs should not go on the air?

What percentage of the total man hours worked by the FCC and staff is devoted to Blue Book matters?

What is the difference between broadcasting before the Blue Book and broadcasting since the Blue Book?

Has a station license been denied at renewal under terms of the Blue Book?

How many Blue Book cases are undecided?

Why was the Blue Book written? Did the Commission feel it had no power in programming, and seek to establish such power through this documentation? And if the FCC felt the inverse was true—that it did have the power—why did it not cite one or several of the stations held up as "horrible examples" in the Blue Book on renewal?

Did Edward H. Brecher work on the Blue Book?

Who is Edward H. Brecher?

What is he doing now?

Is not the budget request of $7,300,000 the largest ever requested for the FCC during peacetime; and doesn't it even approach peak wartime authorizations?

With wartime activities terminated, why should the Commission require an appropriation of that size?

According to your annual report, you had 1,345 employes during the fiscal year ended last June 30. How does that compare with the number of employes during the peak war period and prior to your national defense activity?

You have on your rolls one Dallas Smythe. He is listed as assistant chief accountant. Is he an accountant? What is his background? Was he ever identified with a labor union? How did he get his appointment? Why was he assigned as an assistant chief accountant? Does he report to the head of the accounting department or direct to the Commission? If he does report direct to the Commission or to a Commissioner, is that appropriate procedure?

Do you have one Earl Minderman on your staff? What does he do? Is he a lawyer? What is his background and who brought him in?

Charges have been made that the FCC is licensing new standard broadcasting stations wholesale so that competition will become so brisk they will kill each other off. BROADCASTING once published this remark, attributed to a member of the Commission: "If we clutter up the broadcast band enough with new grants we will force these guys into FM." Do you know who made that remark and whether it is justified?

Reserving Channels

We understand also that your Commission is reserving FM channels—every fifth channel—for newcomers in all cities and areas. How can you reconcile a "reservation" policy in FM with a "free competition" policy in standard broadcasting? Aren't they diametrically opposed?

We notice in FCC press releases that private engineers are being called in to help you on your allocations problems. Is that customary procedure? Why should it be necessary for you to have outside consultants help you on your own work?

We notice that many hearings of your Commission are held in the field: also that certain members of the Commission participate rather regularly in forums, debates, etc., all geared toward broadcast programming. Also we have noticed that one Commissioner usually is accompanied by a retinue. Why is it necessary to hold field hearings and why is it essential to have members of your Commission out defending themselves in these forum discussions? Incidentally, is that done at government expense?

About these volumes and volumes of annual statistics you get out relating to broadcasting operations—where in the law do you find the authorization to collect annual statistics covering broadcast services?

Is there a limitation on the number of AM stations a licensee may operate? Or the number of FM or television stations? If so (in either case) how is the limitation justified under the Act?

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* *Issued as "Public Service Responsibility of Broadcast Licensees" one year ago—March 7, 1946.*

NAB's Code Group to Meet March 31

FIRST steps toward development of a new set of industry program, advertising and ethical standards will be taken at the opening meeting of the new NAB Special Standards of Practice Committee, tentatively scheduled March 31 in New York. NAB is now operating without a formal code of practices.

Assuming leadership of the movement to build a code that will have a set of enforcement teeth and still not incur Dept. of Justice wrath on monopoly grounds will be Robert D. Swezey, vice president and general manager of MBS. Mr. Swezey last week accepted appointment to the committee chairmanship.

Mr. Swezey had been one of the broadcasters considered for the key assignment from the beginning. William S. Paley, CBS president, also had been mentioned for the job in view of his sharp denunciation of broadcasters for their advertising practices, issued during a speech before the NAB convention last October.

Mr. Paley is believed to have cited pressure of business activities among reasons for unwillingness to assume the committee chairmanship, though no information could be obtained at NAB as to whether an actual offer had been made to him or whether he had formally declined to accept the post.

Working with the Standards of Practice Committee in developing a new code will be the new Program Executive Committee headed by Merle S. Jones, WOL Washington. Mr. Jones' committee will meet April 1-2, immediately following the standards committee, but both dates are tentative. The committees had originally been scheduled to meet March 4-6.

The program group will face the problem of organizing NAB's new Program Dept. authorized last year by the board of directors. Candidates for head of the department are being considered by NAB management. The program committee will take an active part in operation of whatever standards are adopted.

Embassy Listens

OUR EMBASSY in Moscow has been keeping its ear to the radio for more than 10 days in order to provide guidance to the men who make up the Russian language edition of the *Voice of America*. That they have recognized the need for slightly different critical standards than those applied by American listeners was perhaps demonstrated by the terse comment at the end of one cable: "We suppose items on lynching and strikes are meant to demonstrate our objectivity."

NAB Sees Free Speech as First Issue

Miller Rededicates Body to Fight FCC Inroads

By J. FRANK BEATTY

ONE YEAR after issuance of the FCC's Blue Book, NAB President Justin Miller rededicated NAB and the industry to the "no compromise" campaign to stop Commission inroads on freedom of speech through regulatory trickery.

Recalling FCC actions during the year in the programming field, with results amounting to illegal censorship, Judge Miller declared that the freedom of speech issue constitutes the most important problem facing broadcasters today.

With approach of the March 7 anniversary date of Blue Book issuance he flatly denied that anyone in NAB management had made statements indicating approval of the FCC's Blue Book or procedural steps taken under its provisions.

Nailing down NAB's forceful stand against regulatory devices striking at the heart of the American system of broadcasting, he added: "Statements I made at the time of issuance of the Blue Book still stand without qualification or compromise." He reiterated his belief that FCC encroachments on freedom of speech which are based on occasional examples of poor judgment or bad taste amount "to bold steps toward Government domination which may eventually deprive us of fundamental rights."

Willard Too

Joining Judge Miller in proclaiming the industry's determination to wage the battle for freedom with renewed vigor was A. D. Willard Jr., executive vice president, who was a scheduled speaker at the Saturday dinner meeting of the Annual Conference on Station Problems, Oklahoma U. Mr. Willard criticized Commission decisions and administrative steps amounting to censorship of programming. He attacked FCC's use of questionnaire reports on programming which follow the Blue Book formula and said such actions confirm NAB's claim that the Blue Book, in itself a report, is being treated by the Commission as an actual regulation.

NAB's Freedom of Radio Committee, meeting in New York Wednesday, supported Judge Miller's year-long campaign against the Blue Book and other FCC actions. The committee, favoring the legislative approach to the problem of resisting Commission steps beyond powers granted by Congress, agreed with recent decision of the NAB Legislative Committee that major emphasis should be placed on the "no compromise" policy.

At its Feb. 10 meeting the Legislative Committee had delegated full authority to President Miller and the board to direct NAB's policy in that field [BROADCASTING, Feb. 17].

The Freedom of Speech Committee is engaged in the task of compiling statements by associations and organizations dealing with the subject. The project will require considerable time. Meanwhile the committee will resume contacts with the newspaper and motion picture industries. The three industries pledged themselves to wage a united campaign in the interest of free speech during a meeting at the NAB convention in Chicago last October.

The liaison with the motion picture industry was interrupted with appointment of Byron Price to be assistant secretary general of the UN. Mr. Price, wartime director of censorship, had taken keen interest in the movement.

The committee considered free speech from both the U. S. and international standpoints.

Attending the committee meeting, held at the Waldorf-Astoria, were Chairman John Fetzer, WKZO Kalamazoo; Harold Hough, WBAP Fort Worth; Henry Johnston, WSGN Birmingham; Jesse Thompson, MBS (for Edgar Kobak); Frank Stanton, CBS; Frank E. Mullen, NBC (for Niles Trammell); James W. Woodruff Jr., WRBL Columbus, Ga.; President Miller; Secretary-Treasurer C. E. Arney Jr.; General Counsel Don Petty.

Though NAB is conducting a continuous campaign for protection of freedom of speech and the American plan of broadcasting, this problem and others common to both groups will be discussed today (March 3) at resumption of the series of NAB-FCC liaison luncheons.

Discussion at these get-togethers has been maintained at the "legal level," with both groups stating that they are working toward the same end—the best possible broadcast service for a democratic nation under a system of private enterprise.

In his Blue Book anniversary stand Judge Miller called on all broadcasters to follow his suggestion that disclaimers of FCC authority be attached to program information in renewal applications or financial reports. He said these forms should be accompanied by "a clear statement to the effect that such submission is in no way to be construed as acquiescence in the Commission's asserted right to require this program information."

He called attention to two Commission requests for detailed program and financial information. The first, Section 324, is the annual financial report for networks and station licensees, and the second is a demand for detailed program information covering a composite week in 1946. Both were issued in mid-January.

He repeated his statement of April 4, 1946, that Part V of the Blue Book, covering summary and conclusions as well as proposals for future Commission policy, "reveals

(*Continued on page 65*)

Congress Gets Acquainted With FCC

Several Committeemen Hold Policy Questions In Reserve

By PETER DENZER

FCC's first official meeting on Tuesday with the 80th Congress left both minority and majority members of the House Interstate and Foreign Commerce Committee full of praise for the manner in which the Commission's case was presented, although some members had reservations as to actual practices.

It was learned that Chairman Charles R. Denny, as spokesman, defended the Blue Book as a sort of warning finger to broadcasters who have failed to set up satisfactory program standards of their own. He stated specifically, it was reported, that the FCC has no censorship rights and uses the Blue Book, not as a coercive instrument, but to encourage response from the broadcasters. He took the position, it was said, that since broadcasters have often failed to set up adequate programming standards on their own initiative, guidance had to be offered from some quarter, namely the FCC. Mr. Denny did, however, credit some of the industry with an excellent job of meeting public interest and demand for good programming.

Better Understanding

Committee Chairman Charles A. Wolverton (R-N. J.) told BROADCASTING he had called upon the FCC to provide Congress with a better understanding of Commission functions and practices. Tuesday's meeting with the FCC was first of a series of "get-acquainted" meetings with the various departments over which the Interstate Committee has jurisdiction.

In his invitation to Mr. Denny, Rep. Wolverton stated, "it would seem to me that such personal contact would be helpful in breaking down what at times seems to be a chasm between the Congress, its legislative committees and the departments, commissions and bureaus, which come under the legislative jurisdiction of the several committees of Congress."

In a statement released after the meeting Mr. Denny said: "The success of (the) meeting amply demonstrates that such meetings are very worthwhile. In the past, congressional committees have had to depend upon annual reports by the agencies and formal hearings on particular bills in order to learn about the administrative agencies and the various regulatory problems facing them. . . . On the whole, these meetings should prove to be a very flexible procedure whereby the entire machinery of government—both legislative and executive—can be made to function more smoothly."

The entire morning session was taken up with an informal report on Western Union's problems which Chairman Denny felt should be brought to the attention of the Committee. In the afternoon Mr. Denny met a barrage of questions which covered broadcasting from FM to electronic cooking.

Although Mr. Denny was accompanied by the balance of the commissioners, he carried most of the questioning. One committee member said privately he thought "Denny is the best chairman the FCC has ever had."

Congressmen expressed considerable interest in FM, demanding to know whether it would replace AM, how soon low priced sets would be available to the public, technical impediments to more rapid expansion of FM, etc. Mr. Denny referred most of the technical questions to Comr. E. K. Jett.

There was also great interest in the so-called "graveyard band," assigned to industrial, scientific and commercial uses. Mr. Denny told committee members the FCC is anxious to give the greatest encouragement to manufacturers of electronic stoves, diathermy and other devices in the 2400-2500 mc band. The problem is, he said, to provide a sufficient frequency range for these purposes, without interfering with other services.

Seek More Information

In spite of the day-long session, and the sizable territory covered, many committee members expressed a desire for further information on FCC operations. One committee member told BROADCASTING that there is need for considerable inquiry into the FCC, with emphasis on "information and not witch-hunting." "As long as we get the kind of cooperation which Mr.

(*Continued on page 66*)

McCosker Resigns As WOR Chairman

Resignation Effective June 1, Will Remain as Advisor

ALFRED J. McCOSKER, president of WOR New York from 1933 to 1944, last week resigned as chairman of the board of Bamberger Broadcasting Service Inc., owner of WOR, a position to which he was elected after his term as the station's president.

The resignation, announced after Mr. McCosker had left New York

Mr. McCOSKER

for a month's vacation in Florida, is effective June 1.

An official statement issued by the station explained that Mr. McCosker had resigned "because of a desire to curtail his activities," but it added that he "will, however, continue for an additional term of years as a director and regular employe for consultation and other advisory services relating to WOR."

Although no official word was available concerning the selection of Mr. McCosker's successor, it was believed probable that an unsalaried chairman would be named, doubtlessly from among present board members.

Mr. McCosker's resignation as chairman of the WOR board prompted speculation as to his future in a similar capacity on the Mutual board, of which he has been chairman since 1934. It was understood that as yet he had given no indication of intentions to resign that position.

Associated with WOR for 23 years, Mr. McCosker became the station's director and general manager in 1926 and president in 1933. He was NAB president from 1932 to 1934.

Drop Sponsorship

LEWIS HOWE & Co., St. Louis, (Tums) on March 27 will drop sponsorship of the *Pot O' Gold* program, Wednesdays, 9:30-10 p.m. on ABC. Roche, Williams & Cleary, New York, is the agency.

Ford and General Foods Sponsor Dodgers Home Game Telecasts

FORD MOTOR CO., Dearborn, Mich., and General Foods Corp., New York, will co-sponsor telecasts of the Brooklyn Dodgers 1947 home games on WCBS-TV New York. Contract, signed with CBS video officials last week, is the first to be drawn for commercial sponsorship of a major league team's schedule on television. (See picture, page 63.)

CBS last fall completed arrangements for televising the Dodger home games this year on an exclusive basis. Subsequently the New York Yankees made a similar tie-up with WABD, Du Mont television station in New York, and the New York Giants with WNBT, NBC video station in that city. Both of these stations are offering their baseball telecasts for sponsorship but to date neither has announced completion of a deal.

The Dodgers' 1947 season will start April 15 at Ebbets Field, Brooklyn, with the Boston Braves as opponents. A coin will be tossed to determine whether the opening game's telecast will be sponsored by Ford or General Foods, with the two alternating for the remainder of the season—77 games in all.

Bob Edge has resigned as television sports director of CBS to handle the descriptions of the baseball video programs as freelance announcer-commentator and he is expected to continue in this field on an independent basis. Following his handling of the mike for the station's telecast of the New York U.-Notre Dame basketball game last Monday—also under Ford sponsorship—he left for Havana, where the Dodgers are in spring training. Plans call for the collection of background information about the players and of films of training and of pre-season exhibition games, which will be used for television material by WCBS-TV in advance of the opening game as a buildup for the season's telecasts.

Ford is currently the major sponsor of telecasts on WCBS-TV and one of the largest purchasers of video time in the entire field through its sponsorship of track meets, basketball games, hockey matches, skating carnivals, horse and dog shows and other events staged at Madison Square Garden. The motor company's *Parade of Sports* series began last fall with telecasts of the home games of the Columbia U. football team and have continued through the winter with the Garden events.

General Foods, which signed its first television contract in agreeing to co-sponsor the Dodgers telecasts, will distribute the commercials among a variety of its products, with no decision made yet as to what treatment the commercials will be given.

Howard M. Chapin, associate advertising director and chairman of the General Foods television committee, represented his company in negotiating the contract for the baseball telecasts, with C. J. Seyffer, manager of Ford's northeastern region, acting for the motor company and George L. Moskovics, commercial manager of CBS television, for WCBS-TV.

Three agencies are concerned with the General Foods part of the television schedule: Young & Rubicam, Benton & Bowles, and Foote, Cone & Belding, all of New York. The Ford advertising is handled by J. Walter Thompson Co., New York.

May Switch

GENERAL FOODS last week reportedly was considering a change in agencies on *Portia Faces Life*, five times weekly on NBC, sometime in April. The show is now handled by Young & Rubicam, New York, and may go to Benton & Bowles, New York.

Drawn for BROADCASTING by Sid Hix

News Item: Former Secretary of Interior Ickes has signed a contract to broadcast for a Maryland station.

TALLEST TOWER

KRNT-FM Requests Structure Of 1,530 Feet

PLANS for construction of the highest structure in the world, an FM tower to be erected at Des Moines, [CLOSED CIRCUIT, Feb. 17] were announced last week by T. A. M. Craven, vice president of the Cowles Broadcasting Co. Mr. Craven said that an application had been filed with the FCC for approval to construct the tower 1,530 feet high, for KRNT-FM [CLOSED CIRCUIT, Feb. 10].

The KRNT FM station has already been authorized to operate with 157,000 w, and with the height of the tower adding to the normal coverage area, it is expected that the station will cover a radius of more than 100 miles.

A Westinghouse 50-kw transmitter will be used. Overall cost is expected to go to approximately $400,000, with $200,000 for the tower, $87,000 for the transmitter, $60,000 for the land, $50,000 for the studio. Contract for the tower has not been signed as yet.

KRNT-FM studios will be built in the KRNT Radio Theatre, a Cowles property in Des Moines. New studios for KRNT (AM) are also planned for this building.

General Motors Replaces

GENERAL MOTORS CORP., Detroit (Kelvinator division), April 5 replaces *Holywood Star Time*, Sat. 8-8:30 p. m. on CBS, with *A Man Called X*. The latter is a mystery show which was last on the air as a summer replacement for *Bob Hope Show* Tues. on NBC. Foote, Cone & Belding, New York, is the agency.

Elder Leaves ANA

ROBERT F. ELDER, vice president of Lever Bros., Cambridge, Mass., has announced his resignation as chairman of the ANA Radio Council at the completion of his one-year term, due to the pressure of his duties at Lever Bros. He will continue as a member of the ANA Executive Committee. No successor to Mr. Elder has been announced.

General Mills Sponsors

GENERAL MILLS INC., Minneapolis, effective June 7 and 3, respectively, for 52 weeks, starts sponsorship of two ABC package programs, *Famous Jury Trials* and *Green Hornet*. *Famous Jury Trials*, currently heard on ABC sustaining, will remain in the Saturday 8-8:30 p. m. spot, while *Green Hornet*, currently aired on Sundays 4:30-5 p. m., will switch to the Tuesday 7:30-8 p. m. period under its new sponsorship. Both contracts were placed through Dancer-Fitzgerald-Sample, Inc., Chicago. In addition, General Mills, effective Sept. 1 for 52 weeks, renews the *Lone Ranger* program and increases its coverage from 67 ABC stations to the full network.

Arguments Are Heard on Duopoly

Rules Flexibility Need Cited by Majority Of Participants

DUOPOLY has too many factors to permit adoption of any overall rule-of-thumb. This was the feeling expressed by most of the 11 attorneys who participated last Monday in discussions before the FCC, sitting en banc to hear arguments on how its multiple ownership rules should be interpreted. Opinions and suggestions of the various attorneys are summarized in the accompanying news story.

FCC, sitting *en banc* to hear arguments on how its multiple ownership rules should be interpreted, was told last Monday by most of the 11 participating attorneys that duopoly has too many factors to permit adoption of any all-governing rule-of-thumb.

Attorney Paul M. Segal, however, proposed that 30% common ownership be the line beyond which service by two stations "to the same potential audience" not be permitted. The rule also would apply, under his proposal, "where more than 30% of the capital and surplus has been advanced or loaned by such interest or is covered by debt to such interest."

Mr. Segal recommended that "the same potential audience" be regarded as served when there is "overlapping coverage during the daytime within the contours which are in fact, and under the current Engineering Standards, protected against interference, where the population within such overlapping area attains or exceeds 20% of the non-overlapping coverage of the two stations."

Specific limitations also were proposed by Attorney Frank Stollenwerck on behalf of Commodore Broadcasting Inc., FM applicant for Springfield, Ill.

Other participants, however, specifically or by implication subscribed substantially to the contentions of Attorneys W. Theodore Pierson and George O. Sutton that except in clear-cut instances case-by-case determinations should be made considering all of many varying factors.

Speaks for Yankee Network

On behalf of Yankee Network, which he represented, Mr. Pierson suggested that FCC adopt the following "interpretation":

1. No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than one standard broadcast station (or more than one TV station or more than one FM station) operating with studios in the same city.
2. Direct or indirect ownership, operation or control of more than one station by any person (including all persons under common control) is prohibited where, because of social, economic, geographic and other relevant factors, substantial competition would naturally exist between the stations under separate ownership, operation or control.
3. In determining whether substantial competition would naturally exist, the Commission will consider the extent of the duplication of service area, the area that each station is primarily designed to serve, the extent to which each station does or will have listeners in the city in which the other is located, the other service available to the listeners in the duplicated area, the extent to which the cities in which the stations have main studios are separate and distinct communities from an economic, retail trade, cultural and political standpoint and the extent to which such cities have their own metropolitan district and individual retail trade areas.

Mr. Stollenwerck proposed that common ownership of daytime AM stations be permitted if their 2 millivolt-per-meter contours do not overlap, and, of nighttime stations, if there is no overlapping of their interference-free contours. His recommendations included the following summary, which he said could be applicable in parts to AM as well as FM:

A common-control group should not own: (1) more than six stations; (2) two stations in the same city, twin city, tri-city, etc.; (3) more than one Class B station in a single basic trade area; (4) one Class B and any Class A in a single basic trade area; (5) more than six Class A stations in a single basic trade area.

From neither the participants nor the bench was there any suggestion that the rules should be amended or construed to prohibit common ownership of an AM, an FM, and a television station all in the same area. Mr. Pierson's proposal referred to stations of the same type (AM, FM, TV). Mr. Segal's specifically excepted those "rendering service in different portions of the spectrum."

Combination Rates

Questions relating to the offering of combination rates by commonly owned stations, whether this should be a factor in applying the duoploy rules—and whether FCC has authority to consider such matters—were raised intermittently from the bench, particularly by Comr. C. J. Durr.

Chairman Charles R. Denny pointed out in the course of the arguments that the Commission would be disposed to deny any FM or television application proposing the use of a directional antenna, "at least for the present," in hope that directionals will not be used at all in these fields.

The Commission had prepared coverage maps and ownership charts on 67 different groups which to some extent were involved, through existing grants and/or applications, in "common ownership and overlap of service areas." Sixty-six related to FM; one to TV.

Referring to the variety of factors which contribute to duopoly problems, Mr. Pierson noted that Yankee Network's applications for FM stations at Boston, Providence and Bridgeport involve some overlap because of FCC's requirements for Class B stations. If the stations were allowed to cover only the retail trade areas of the respective cities, he said, there would be no overlap problem.

Mr. Sutton, appearing for the Steinman stations in Pennsylvania and Delaware, argued that experience with changing standards in AM indicated FCC should not now apply, in FM, any "self-enforcing rule-of-thumb based on arbitrary standards of service." He contended that listeners do not tune to a station because of its ownership, but because of its service, and that overlap within a trade area is secondary to providing service to that area. He pointed out that "overlapping service" is permitted in other businesses without harmful effect.

Thad H. Brown Jr., representing Television Broadcasters Assn., submitted a brief declaring that "only a rule permitting flexibility in application and interpretation will serve the public interest in the growth of this industry wherein

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FCC-FMA Review Engineering Test

Results Expected to Show Whether Separation Is Adequate

ENGINEERING tests over the nation, particularly New England, by FCC and engineering members of FM Assn. were reviewed Wednesday at the first FMA-FCC liaison luncheon, held at the Raleigh Hotel, Washington. Tests are designed to show whether the present one-channel separation is adequate and whether reports of interference are due to nonselectivity of sets.

Full support of FMA to statewide educational FM networks was pledged at the luncheon by Roy Hofheinz, FMA president. He said FMA was in no way connected with any movements to oppose such networks. "We sincerely believe that every State in the union should have an educational FM network to provide not only additional classroom work, but to carry on adult education," he said. FMA has set up a special $25 membership fee for educational stations at the suggestion of the U. S. Office of Education.

Commissioner of Education John W. Studebaker has assured FMA that educational stations will cooperate in the FMA promotional campaign, Mr. Hofheinz said.

Representing FCC at the luncheon were Chairman Charles R. Denny; Commissioners Clifford J. Durr, E. K. Jett, Ray C. Wakefield, Rosel H. Hyde; Chief Engineer George P. Adair; Assistant Chief Engineer John A. Willoughby; Cyril S. Braum, chief of FM Section, Engineering Dept.; Benedict P. Cottone, general counsel; John McCoy, chief of FM Section, Law Dept.

Attending for FMA were Mr. Hofheinz; Everett L. Dillard, vice president; Leonard H. Marks, general Counsel; Bill Bailey, executive director.

FM INTERFERENCE problems were discussed at joint luncheon of FCC and FM Assn. Front row (l to r): George P. Adair, FCC chief engineer; Commissioner Rosel H. Hyde; Chairman Charles R. Denny; Roy Hofheinz, FMA president; Commissioners Clifford J. Durr, E. K. Jett, Ray C. Wakefield.

Rear row: Bill Bailey, FMA executive director; Benedict P. Cottone, FCC general counsel; Leonard H. Marks, FMA general counsel; John A. Willoughby, FCC assistant chief engineer; John McCoy, chief, FM Section, Law Dept.; Cyril S. Braum, chief, FM Section, Engineering Dept.; Vernon L. Wilkinson, FCC assistant general counsel; Everett L. Dillard, FMA vice president.

Facsimile Is Challenge to Newspapers

Additional Service Planned, Says Knight

By JOHN S. KNIGHT

Editor and Publisher, Miami Herald

THE *Miami Herald* will begin demonstration of a facsimile edition in March. Continuous publication of bulletin facsimile editions is scheduled for late fall.

We in the Knight Newspaper organization feel that facsimile reproduction of daily newspapers is emerging from the experimental stage and warrants field trials under actual conditions of daily publication.

Facsimile is not ready to displace our daily newspapers in their present form, but it does have intriguing possibilities as a supplemental service. In this respect it may well change our present concept of newspaper publishing.

Bulletin Service

At the present time I feel that facsimile has a tangible value as a means of publishing bulletin matter to augment our regular street and home delivery editions. It will provide an added service to readers who have facsimile receivers. It is upon this basis that we are proceeding on the *Herald*.

Our first demonstrations in March will be conducted by Radio Inventions Inc., of New York City. Members of our own special facsimile staff, who have been working on facsimile planning for several months, will work with the New York demonstration team. Following the brief demonstration period our own staff will take over the complete operation.

Transmission facilities are provided through the present 3-kw FM General Electric transmitter recently installed in our station, WQAM, WQAM-FM.

Tower Under Construction

A 400-foot Blaw-Knox tower is now under construction 300 feet off shore in Biscayne Bay for FM broadcasting. It will have an 8-bay General Electric antenna and should be completed late in April. The 3-kw transmitter plus the 8-bay antenna will give our FM transmitter a rated output equal to 50-kw.

FM broadcasts are now being made from a temporary antenna attached to our regular 200-foot AM tower.

We are using General Electric equipment developed by John V. L. Hogan and associates in our facsimile activities. I understand we will have the latest equipment, incorporating many new refinements, for our Miami demonstrations. These receivers are hand-made by General Electric at this time. The company does not anticipate getting into mass production until sometime next year.

Mr. KNIGHT

The high initial cost of the hand-made receivers and their scarcity will necessarily limit our immediate operations, but I feel that we can gain much in know-how through limited operation that will be of benefit to our readers at such time as receivers are made available on a mass basis.

'Newspaper' Operation

Every phase of facsimile publication, with the exception of the actual transmission from the WQAM-FM transmitter, will be handled within the *Herald* building. Facsimile is essentially a newspaper, not a radio operation.

The facsimile department is functioning temporarily in the editorial room until new quarters can be provided.

Special equipment is needed to prepare copy for the facsimile scanner. Present sending equipment transmits pages measuring 8.2 inches by 11.5 inches, or about a third the size of standard newspaper pages. Experiments have revealed that regular body type of newspapers comes out fuzzy, and that the lines are too close together. We are experimenting with an International Business Machine electromatic typewriter with an Edison marginal justifyer—to provide even right hand margins—in preparation of reading matter. Regular comic strip proofs, in four-column size, can be used to paste up for transmission. Photographs, proofs, ads, and even color illustrations can be transmitted by the Hogan equipment. Colors are reproduced in graduated shadings of black and not in the original colors.

Our scanner will be set up in our

(Continued on page 63)

NEWEST development in newspaper publishing, facsimile, offers "intriguing possibilities," says John S. Knight, head of the Knight radio and newspaper interests. Radio interests include half ownership WQAM Miami, with substantial ownership interest in WIND Chicago and WAKR Akron. Newspapers include the Miami Herald, Detroit Free Press, Akron Beacon-Journal and Chicago Daily News. He will start facsimile demonstrations, using the Hogan system, at the Miami Herald, and next fall plans continuous service. He views the new service as a challenge to newspaper publishers.

GEORGE KAMEN

119 WEST 57th STREET - ROOM 919 - NEW YORK 19, N. Y. - Circle 5-8670

February 17, 1947

[redacted]

As you probably know, "spot" radio (shown by all recent surveys) is the most effective type of advertising and promotion at the present time. Need I point out how [redacted] built their business on a so-called "poor" product by using "spots." "Spot" radio is also very expensive. However, we offer you a chance to accomplish "spot" radio for almost nothing.

We offer you a chance to have your superior product "plugged" over one of the greatest networks with audiences measured in millions. The program is HOLLYWOOD JACKPOT. This is an audience-participation show sponsored by Kolynos and Anacin on the basic CBS network from 4:30 to 5:00 P.M., Monday, Wednesday and Friday. The program is a combination quiz and comedy show. The comedy is furnished by Kenny ("Senator Claghorn") Delmar and the quiz consists of questions about motion pictures, motion picture personalities, motion picture music and the glamor of Hollywood.

The format of the program lends itself to the presentation of a limited number of gifts to the four or five contestants. These gifts are described in a flattering, third-person recommendation mentioning their trade name and manufacturer.

We would like to present your [redacted] three times a week. We will furnish all material for publicity and advertising tieups. We charge a sum of $50.00 per broadcast for the air mention and other services.

This show costs the sponsors over $20,000 a week. You can get the same publicity and advertisement for only three watches and $150.00 a week on the very same show.

This is really a chance of a lifetime. I hope we can get together and discuss the arrangements very soon.

Sincerely,

Leonard S. Wilde

LSW:J LEONARD S. WILDE

THIS LETTER, which has been given circulation by a New York advertising agency, aroused ire of broadcasters during last week. The letter was addressed originally to a large manufacturer who currently sponsors a network program. George Kamen reported, when questioned, that he had contracts with the CBS production, *Hollywood Jackpot*, with *Queen for a Day* (MBS) and with *Heart's Desire* (MBS) to furnish prizes as program giveaways. He obtains cooperation of manufacturers in supplying watches, washing machines, radios, automobiles, bicycles and household appliances, employing the procedure outlined in the letter. The production to which he refers, *Hollywood Jackpot*, is sponsored by Whitehall Pharmacal Co. It is produced by Radio Productions Inc., a subsidiary of Dancer-Fitzgerald-Sample, agency on the account.

(See Editorial, Page 42)

ARMY-NAVY GAMES TV RIGHTS GO TO GILLETTE

BROADCASTING and television rights to the Army-Navy football games for three years have been acquired by the Gillette Safety Razor Co., New York, it was learned last week.

A joint announcement by the company and Col. Biff Jones, graduate manager of athletics for the U. S. Military Academy, revealed that the contract had been signed for the 1947 and 1949 games, at which the Army will be host. Although no official announcement concerning the game in 1948, when the Naval Academy will be host, was made, it was learned authoritatively that Gillette had acquired the rights to that too.

The 1947 game will be played in the Philadelphia Municipal Stadium Nov. 29.

Under terms of the agreement with the Military Academy, J. P. Spang Jr., president of Gillette, announced, the company will devote portions of the broadcast time to support the Army recruiting program.

No arrangements for the network to carry the broadcasts have yet been made.

The price which Gillette paid for rights to the three games was said by Maxon Inc., Gillette's agency, and by the public relations office at the Military Academy to be confidential.

Keep swimming!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities. So they stayed put where they were.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly!

Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over . . . is Station W-I-T-H.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town.

If you're trying to reach Baltimore . . . the 6th largest city . . . W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Hearing on Rival Bids for KSTP Called

FCC Seeks Detailed Information in St. Paul Case

CALLING for detailed information on the proposed purchasers and their plans, FCC last week ordered a hearing on March 13 before the Commission *en banc* on the rival $825,000 bids for 75% interest in 50-kw KSTP St. Paul.

Bidders are Stanley E. Hubbard, KSTP founder, president and general manager and 25% owner, who borrowed $850,000 from Aviation Corp. and gave the company an option to buy the 75% interest for around $1,200,000 [BROADCASTING, Sept. 30, 1946], and a group of Minneapolis and St. Paul businessmen who matched Mr. Hubbard's $825,000 offer under the FCC Avco Rule procedure [BROADCASTING, Dec. 16].

Obviously with reference to Mr. Hubbard's option to Avco, which owns Crosley Broadcasting Corp., the Commission named in its 10 hearing issues one "to determine whether the transfer to Hubbard is proposed for the purpose of providing a bona fide broadcast service by the proposed transferee or for the purpose of a retransfer at a higher price."

The Commission also asked for information on "the method and manner of control over KSTP by transferee, Hubbard, including what influence and/or control, if any, over the station would be exercised by Crosley Broadcasting Corp. or its parent, Aviation Corp., prior to the exercise of the option . . . by either of said companies to acquire control of KSTP."

1927 Agreement

Another issue seeks "full information with respect to the agreement of Nov. 23, 1927 between KSTP and the St. Paul Assn. of Commerce granting to the latter certain rights and interests in and to the station, and what effect will be had thereon by transfer of control over the station to either of the proposed transferees."

The second bidder, who applied in the name of I. A. O'Shaughnessy and others and the Thomas Hamm Brewing Co., contended that Lytton J. Shields and Frank M. Brown, whose estates control the 75% now up for sale (50% and 25% respectively), agreed in 1927 never to sell unless the St. Paul Assn. was given a chance to meet outside offers. This agreement, it was claimed, was based on advances of about $35,000 by Assn. members to keep the station in operation.

Whether transfer to either of the proposed purchasers would involve violation of the multiple ownership rule is another question posed by the Commission for answer during the hearing. This issue is part of one calling for "full information as to the amount and character of overlapping in service areas, if any, between KSTP and any other station or stations in which transferees (or any parties in interest therein) may have a direct or indirect interest or connection . . ."

The group bidding against Mr. Hubbard includes William F. Johns Sr. and William F. Johns Jr., who with other members of their family own WTMV East St. Louis and WOSH Oshkosh, and David and Charles J. Winton, minority stockholders in WLOL Minneapolis. (WTMV has been sold to Evansville on the Air, Evansville, Ind., for $320,000, and the application is now awaiting hearing.) Avco, which is financing Mr. Hubbard in his acquisition of the remaining KSTP stock, owns WLW Cincinnati and WINS New York through Crosley Broadcastng Corp.

Want Program Details

In its effort "to determine which, if either, of the pending applications, if granted would better serve public interest," the Commission also asked for "full information as to the type and character of program service proposed by each party proposing to acquire control including the amount and character of commercial, sustaining, recorded, live talent programs, and spot announcements."

Other issues requested information on the qualifications of each transferee "including the direct or indirect interests of transferees (and parties in interest therein) in other broadcast stations and other business ventures" and "whether KSTP would be used in furtherance of the other business interests of either transferee or parties in interest therein"; details on arrangements for acquisition of the station and their effect on "service, operations, finances, or otherwise," and information "as to how the station would be staffed and operated and policies to be followed if the application is granted."

KSTP operates with 50 kw on 1500 kc. It is an NBC affiliate.

Watch 'Vocal' Critics, Radio Warned

U. of Oklahoma Speakers Dissect Broadcasting During Forum

COMMERCIAL radio received more praise than criticism, but broadcasters were warned that while critics of radio are in the minority they are a vocal minority, as the annual Radio Conference at the U. of Oklahoma opened Thursday at Norman, Okla.

Outlining the purpose of the conference as "Programming to Meet Current Needs," Dr. Sherman P. Lawton, Oklahoma U. coordinator of radio and conference committee secretary, voiced the hope that the conference "will help forewarn and forearm the industry through increasing understanding of the basic causes of criticism." Robert T. Enoch, manager, KTOK Oklahoma City, was chairman of the opening session. Meetings were held in Norman on the opening day, moving Friday to the Biltmore Hotel, Oklahoma City, where final sessions were scheduled through Sunday afternoon.

Awards to Alumni

At the Thursday dinner meeting awards were presented to Oklahoma U. alumni in radio. Gold keys were given FCC Commissioner Paul A. Walker; Walter Emory, FCC attorney; Joseph W. Hicks, Chicago public relations consultant; Murial M. Bremmer, NBC Chicago actress; Joseph Callaway, Michigan State College educator; Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Ted Beiard, radio educator. Awards in absentia were presented to Homer Heck, NBC producer; John Swineford, ABC announcer; Calvin Tinney, Mutual commentator; Norris Goff (Lum), of *Lum 'n' Abner*.

Dinner discussion dealt with "United States Radio and the World," with Dr. M. L. Wordell, head of the Oklahoma U. history department presiding. Kenneth D. Fry, chief, International Division, State Dept., said the U. S. is beaming 1900 program hours monthly to other nations to tell the truth about America, with 55 nations now using this "powerful instrument" for international broadcasts. "We must have a strong voice," he said.

Rear Adm. A. S. Merrill, Eighth Naval District, New Orleans, said the U. S. can have peace so long as it will pay for preparedness. Jack Harris, newly appointed manager of KPRC Houston and wartime head of the War Dept. Radio Section, said "radio ad libbed through its first world war" and pointed to need for cooperation with armed forces in peace to prevent another war.

Outline BBC Policy

Douglas Ritchie, British Information Service, New York, outlined BBC's international policy. BBC broadcasts in 47 languages, he said, and is one of the most important phases of world life.

James Allard, director of public service, Canadian Assn. of Broadcasters, praised American broadcasts. He said Canadians listen to American programs over Canadian stations "and like them." He suggested American forums include Canadian participants, reminding that Canada is the buffer between U. S. and Russia.

U. S. Programs Best

At the opening session Harlow Roberts, vice president of Goodkind, Joice & Morgan, Chicago, declared American radio had the most popular programs heard by any people in any country. Mr. Robert added that he is "all for program improvement but I also am for improvement in the business side of radio." He warned broadcasters that other media are planning active campaigns for business and suggested radio sell itself to local retailers and salesmen of products advertised on the medium. "If you don't," he cautioned, "they will recommend other media."

Mondy Mann, vice president, Tracy-Locke Adv., Dallas, called for more cooperation between station and agency in serving clients. "Station and agency should regard sponsor as 'our' client and work for this benefit together," he observed.

Lee Hall, Carter Adv., Kansas City, described her method of pre-evaluating radio commercials by adapting newspaper technique, testing each commercial from eight angles before releasing it for broadcast.

Bill S. Ballinger, MKN Productions, Chicago, described a study of 250 announcements. He concluded that spot effectiveness is in direct ratio to the number of times used. He suggested a minimum of 26 weeks for new advertisers.

Allen Miller, director, Rocky Mountain Radio Council, Denver, speaking at a session on cooperative programming, said, "I'm not blind to the blunders of the radio industry but to cite these facts only is to ignore the very real past and potential achievements of well-managed commercial networks. I say this as an educational broadcaster with over 20 years experience."

J. Nelson Ruphard, manager of KTSW Emporia, Kan., cited examples of the station's successful program cooperation with the State Teachers College.

Fear U. S. Control

Friday's program opened at 8 a.m. in Oklahoma City with a broadcast of the CBS *Oklahoma Round-Up*. Sessions scheduled for the day covered hillbilly programming, announcing, sale of local programs, popular record music programming, audience participation shows, public relations and promotion, programming by schools for commercial stations, a dinner

(Continued on page 77)

IF IT'S GOLD YOU WANT...

Use a "pan" in Alaska!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

Daylight Saving Voted Down for Washington

FARM-BLOC opposition to daylight saving for the District of Columbia last week presaged an even more intense campaign against proposals for national daylight saving. The House voted 210 to 124 against daylight saving, with resistance primarily from farm districts, although H. R. 1700 would have granted the "summer time" only to the Capital where there are practically no farmers.

District Commissioner John Russell Young told a Senate Committee that the District has "about one or two" farmers, and Sen. Arthur Capper (R-Kans.) suggested that these farmers be exempted from observing daylight saving time. In spite of considerable discussion among business and civic organizations it appeared that daylight saving as a D. C. issue was dead for the year.

NBC "College of Musical Knowledge" with Kay Kyser March 12 returns to Hollywood for origination.

Chicago AFRA Spokesman Sees Need For More Study of Chicago Radio

RAYMOND JONES, executive secretary of Chicago AFRA, told Chicago Radio Executives that there has been "too damn much talk and too little thinking and effort" regarding the status of Chicago radio.

Speaking before the Radio Management Club, Mr. Jones presented "facts and opinions," which he urged agency and station executives to relay to advertisers.

"It has been estimated that approximately 30% of network billing is sold in Chicago," Mr. Jones said. . . . "There are 60 network originations from Chicago. Of these, 43 are sustaining and 17 are commercial."

Mr. Jones reported the results of a survey AFRA recently made of Chicago's radio resources:

One hundred and fifty of the 225 members of the Radio Writers' Guild (Chicago) have written, or now are writing, one or more successful network programs. Over 100 have been earning their living in radio for at least five years.

Approximately 30 have been earning their living in radio for at least 10 years.

There are 10 current Chicago originated network programs written by Chicago writers.

The 52 members of the Radio Directors' Guild have directed over 201 network programs collectively.

Chicago AFRA has 758 members. Of 312 actors and actresses, 250 have professional experience with more than 250 programs or have more than a year's experience.

Of 224 announcers, 130 have similarly complete experience of a sort to meet top network quality standards.

Page Mr. Durr!

THERE IS at least one listener in Concord, N. H., who likes commercials. The other day he phoned WKXL and protested mightily because he had heard only a public service announcement on the *Hop Harrigan* show. When told the program was only a "sustainer," he was a bit pacified, but still grumbled that he missed the commercial.

Jobs in Radio Discussed At Rocky Mountain Meet

JOB opportunities in radio were discussed at the 16th annual Rocky Mountain Speech Conference, in mid-February, sponsored by the U. of Denver, and arranged by Russell Porter, Denver U. coordinator of radio. Panel on industry employment included: Hugh B. Terry, manager of KLZ and NAB district chairman; Rex Howell, owner-manager of KFXJ Grand Junction; Allen Miller, director of Rocky Mountain Radio Council; Miss Evadna Hammersley, director of women's activities for KOA.

Mr. Howell stressed the fact that the small community station was no longer looking for itinerant employes, but for permanent ones, who were widely versatile. Mr. Terry pointed out that "writing is the most undeveloped field in radio." The conference was told by Mr. Miller that although educational radio was not highly remunerative, it offered maximum returns in personal satisfaction. Miss Hammersley predicted that women will take a more active part in radio in the future.

Weather Bureau Ticker

A NEW high-speed Western Union ticker for U. S. weather reports will be added to the New York newsroom of WJZ and ABC by April 1. The new weather bureau ticker will give hourly changes in temperature, humidity, wind velocity, direction and barometric pressure for the New York area. State-by-state forecasts also will be received over the ticker, thus augmenting the current weather news reports now being broadcast by WJZ-ABC.

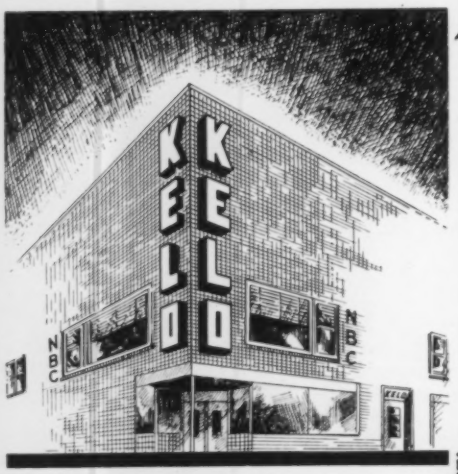
IBS Elects

THE INTERCOLLEGIATE Broadcasting System has announced the election of the following officers: Dr. Russell Potter, director of the Institute of Arts and Sciences, Columbia U., New York, president; Roger Clipp, general manager, WFIL Philadelphia, vice president; Judith Waller, director of public service, NBC, Chicago, secretary; Guy della-Cioppa, assistant to the chairman of the board, CBS, New York, treasurer.

WJZ New York has reported that new business signed by station in January ran 32% ahead of bookings for December 1946.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA



ANOTHER STEP FORWARD—
IN DOING A
GOOD JOB
BETTER!

AT HOME—APRIL 1

NBC AFFILIATE

Consider—then Contact
JOHN E. PEARSON CO.

"BOSTON BLACKIE"

SPONSORED BY TIDEWATER OIL
THRU LENNEN & MITCHELL

13.9

HOOPER SUMMER CITY REPORT
JULY—SEPTEMBER, 1946

IN MINNEAPOLIS!

Fourth highest rated program
all days, all times, all stations!

OTHER "BLACKIE" RATINGS:

- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

FLASH...NOW 16.5 OCT.—DEC.—1946 C. E. HOOPER

"BOSTON BLACKIE"

TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR

Consistently beats all competition on stations from coast-to-coast. Based on the famous Cosmopolitan magazine stories and current Columbia pictures.
RADIO'S GREATEST POINT-PER-DOLLAR BUY!

FOR LOCAL AND REGIONAL SPONSORS

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD · CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

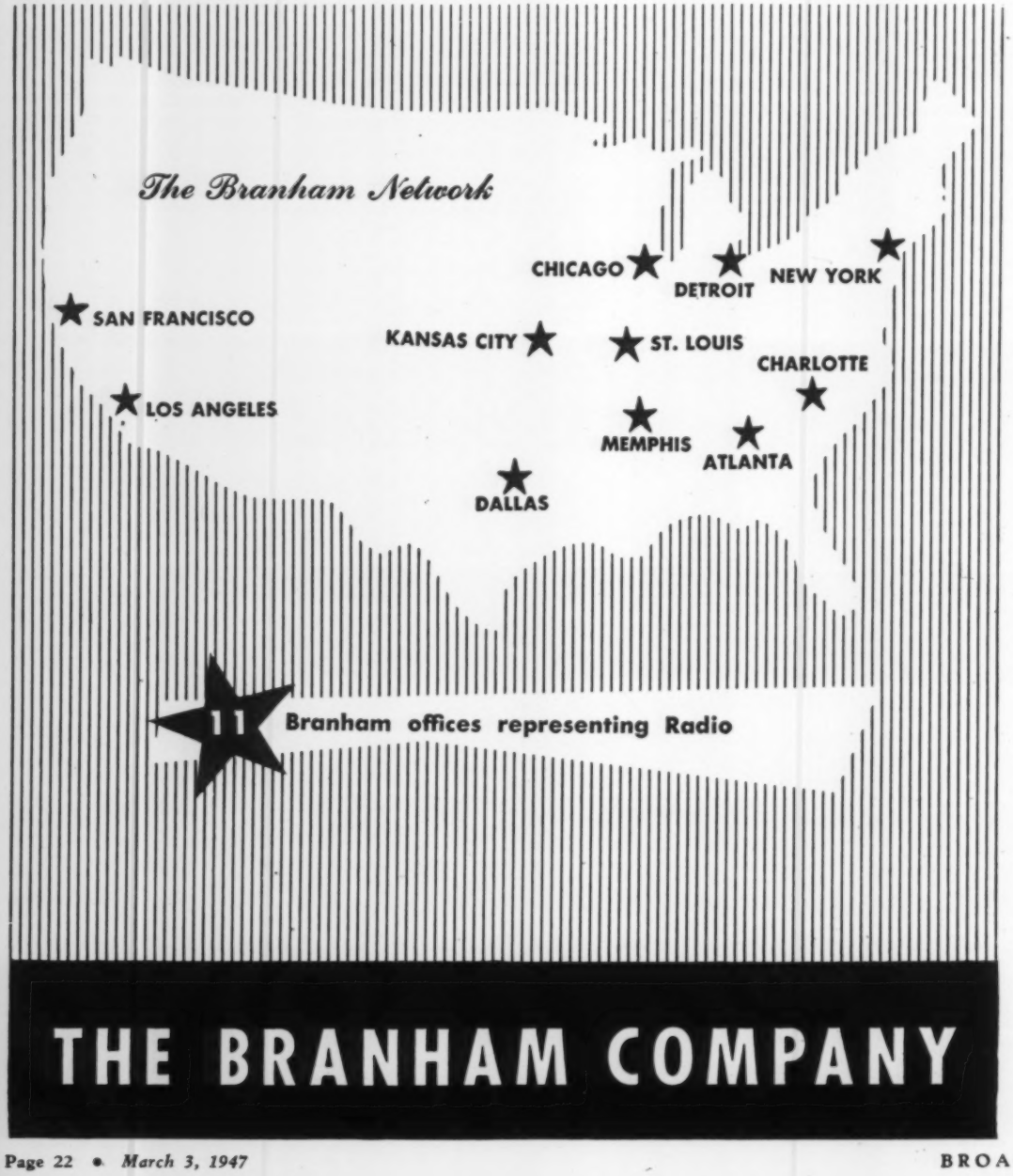
News Clinic Coincides With NAB Area Meetings

RADIO news clinic will be held in connection with the NAB area meeting of District 10 (Ia., Mo., Neb.) and District 12 (Kan., Okla.) to be held April 14-16 at the Hotel Muehlebach, Kansas City. William B. Quarton, WMT Waterloo, will be general chairman of the clinic, to be directed by Arthur C. Stringer, NAB director of special services.

Announcement of the clinic, which occupies the final day of the area meeting, was made jointly by John J. Gillin Jr., WOW Omaha, District 10 director, and William B. Way, KVOO Tulsa, district 12 director. First multi-state news clinic was held Jan. 14 in connection with the District 14 meeting at Salt Lake City.

GEORGE'S RADIO Co., Washington, has signed for 41 weekly spot announcements on WASH-FM that city. Agency is Robert Enders Adv., Washington.

PARTICIPANTS in the first State Department broadcast to Russia, [BROADCASTING, Feb. 24] photographed in the IBD studio in New York following the broadcast (l to r): Boris Brodenov, Kathrine Elene, James Shigorin, Vladimir Postman, Lucy Bates ((seated), Tatiana Hecker, Victor Franzusoff.



Boston Is Included In Pulse Audience

'Radio Theatre' Tops Evening Shows, Benny Second

THE BOSTON metropolitan area, since January has been included in the Pulse Inc., New York, radio audience measurement which is issued bi-monthly. The Pulse personal interview roster method of measurement is now regularly employed in the metropolitan areas of New York, Philadelphia and Boston.

According to the BMB estimate of radio families, there were 4,505,960 radio families in the metropolitan areas mentioned above; 13.2% of the radio families in the country were in these areas.

Sets-in-use for the three areas combined for the January-February period was 25.4. This figure was the average quarter hour sets-in-use for the 18 hour day 6 a. m. to 12 midnight for the seven days of the week.

Top 10 evening shows listed by the Pulse during the past two months were: *Lux Radio Theatre*, 27.2, Jack Benny 26.2, *Charlie McCarthy* 23.8, Fred Allen 22.7, Bob Hope 21.9, *Screen Guild* 20.0, *Mr. District Attorney* 19.8, *Joan Davis Show* 19.7, *Inner Sanctum* 19.4, *Fibber McGee & Molly* 19.4.

Top 10 daytime shows listed were *Kate Smith Speaks* 8.9, *Rosemary* 8.5, *Aunt Jenny* 8.1, *Helen Trent* 8.1, *Our Gal Sunday* 7.9, *Big Sister* 7.4, *Breakfast Club* 7.3, *Road of Life* 7.2, *Ma Perkins* 7.1, *Young Dr. Malone* 6.8.

Top 10 Saturday and Sunday daytime programs listed were: *The Shadow* 12.4, *Quick as a Flash* 9.5, *True Detective Mysteries* 9.1, *House of Mystery* 8.9, *Counterspy* 8.7, *One Man's Family* 8.3, *Sheaffer Parade* 8.0, *Harvest of Stars* 8.0, *Hour of Charm* 7.9, *Family Hour* 7.8, *RCA Victor Show* 7.8.

Engineering Conference

CONSTRUCTION under way at six Westinghouse Radio Stations Inc. outlets will be discussed at a conference of Westinghouse engineering personnel opening today (Monday) in New York. Attending will be top Westinghouse station executives, Vice Presidents Walter Evans and Walter E. Benoit, WRS Manager J. B. Conley, and Assistant Manager F. M. Sloan, who will conduct meeting. Conference was scheduled to coincide with annual IRE convention.

Albert G. Graff

ALBERT G. GRAFF, 48, in charge of media at Ellington & Co., New York, died of a heart attack Feb. 22 while shoveling snow outside his home at 145 Broadway, Pleasantville, N. Y. Mr. Graff joined the agency in 1944.

Surviving are his wife, Caroline Meyer Graff, and two daughters, Carol and Joan.

That POWERFUL Portland Market!

During the first year following the end of World War II, 750 new firms were established in Portland's Multnomah County.

Industrial payrolls now are hitting close to $600 million.. *triple* the 1940 level.

KEX is your key to this land of opportunity.. KEX, the wide-awake station that keeps growing in pace with its ever-increasing market. Ask our Sales Department, or Free & Peters, for further information and availabilities.

OREGON'S ABC OUTLET

WESTINGHOUSE RADIO STATIONS Inc

KYW · KDKA · WBZ · WBZA · WOWO · KEX

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters

KEX

Baltimore Housewives Cordially Welcome "Your Friendly Neighbor"

For eleven years Betty McCall has talked to Baltimore housewives as one homemaker to another. From her own experience in running a home and managing a family—shopping for food and home furnishings—personally trying out new recipes, comes the wealth of helpful advice which makes "*Your Friendly Neighbor*" unique in audience appeal.

Any Raymer representative will gladly give you availabilities for sponsor participation. Will gladly show you, too, why this basic CBS station with 600 KC—5000 watt coverage is a great buy.

WCAO

"The Voice of Baltimore"

CBS

Represented Nationally by Paul H. Raymer Co.

WSAV Operation On 630 kc Proposed

Denial to WTMA Anticipated; Both Want Same Facilities

A DECISION proposing to grant the application of WSAV Savannah, Ga. for 5-kw operation on 630 kc, directionalized at night, and to deny the request of WTMA Charleston, S. C. for the same facilities, was announced by FCC last Wednesday.

The Commission reasoned that a grant to WSAV, which now operates fulltime on 1340 kc with 250 w, would lead to a more equitable distribution of radio service because:

WSAV's proposal will provide daytime primary service to an additional 355,529 people and to an additional 14,800 people at night, whereas under the WTMA proposal the daytime gain would be some 222,549 and the population gained at night is only 1,856. As to the portion of the population which does not now receive any primary radio service, the WSAV proposal would provide daytime service to some 85,019 more people than would the proposal of WTMA.

FCC noted that a grant of pending 630-kc applications of either WCPO Cincinnati or Queen City Broadcasting Inc., Cincinnati newstation applicant, "would result in some reduction of the night-time populations and areas that would be served by either WTMA or WSAV," but said "the WTMA proposal would be more seriously affected."

A grant to WLAP Lexington, Ky., seeking 630 kc in the same proceeding with WCPO and Queen City, the Commission said, "would not raise the limitation to either WTMA or WSAV."

It was pointed out, however, that WSAV's use of 630 kc would raise the RSS limitation to either of the proposed operations in Cincinnati (from 3.38 millivolts per meter to about 5.1), while WTMA's would not. "However," FCC said, "this fact is not considered to be of sufficient importance to outweigh the advantages [of service to a greater number of additional listeners] for the proposed WSAV operation, particularly in view of circumstances that a large number of services are presently available to the persons residing between the 3.38 mv/m and 5.1 mv/m contour of the proposed Cincinnati operations."

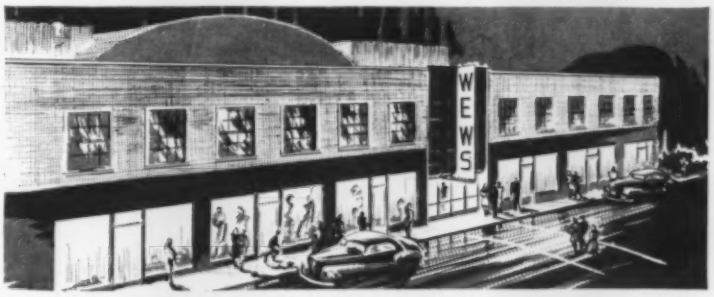
The proposed grant to WSAV was made subject to whatever interference may be received from the ultimate winner in the WLAP-WCPO-Queen City proceeding for 630 kc.

WTMA now operates with 1 kw fulltime on 1250 kc.

Power Increase Delayed

BECAUSE of technical difficulties, KMPC Hollywood, scheduled to start 50,000 w airing Feb. 27, for third time postponed power switch from 10,000 w with no new date set. Failure of manufacturers to deliver needed equipment is cause of delay, it was said.

Scripps-Howard Will Launch Video Station in Cleveland



ARTIST'S sketch of exterior of building which will house WEWS (Scripps-Howard Radio Inc.) television studios in downtown Cleveland.

SCRIPPS-HOWARD Radio Inc. has entered into a long-term lease for 35,000 square feet of floor space in downtown Cleveland preparatory to launching a television station in the Ohio metropolis, James C. Hanrahan, vice president of the firm, announced last week. Mr. Hanrahan said construction has begun on the half-million-dollar project and completion is anticipated by early fall. Call letters of the video outlet, Scripps-Howard Radio's initial broadcasting unit, will be WEWS, the E. W. S. representing the initials of the late E. W. Scripps, founder of the Scripps-Howard group of newspapers.

Entire Building

The WEWS studio-office site is at 1816 E. 13th St. next door to Hotel Allerton and two blocks from Hotel Statler. The entire building with the exception of six small store fronts has been leased. Formerly used to house the Women's City Club of Cleveland, the building henceforth will be known as the WEWS Bldg., Mr. Hanrahan said. Extensive remodeling and modernization is to be undertaken by the Austin Co. of Cleveland as soon as Office of Temporary Controls approval can be obtained.

The main studio's central staging area will cover a little more than 4,000 square feet, according to the plans announced by Mr. Hanrahan.

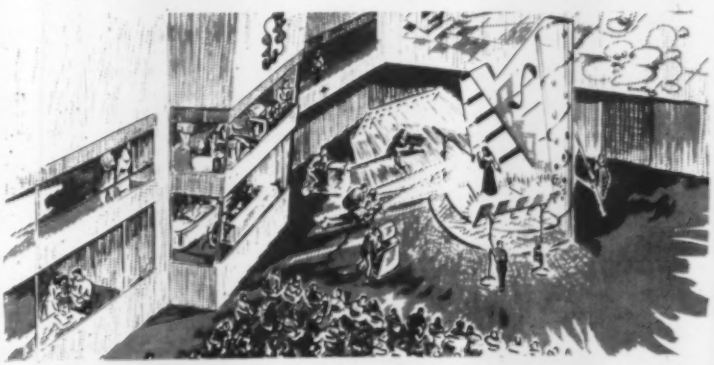
From the roof of Hotel Allerton (equivalent of 21 stories high) WEWS will relay its visual signal to its transmitter located on an elevation in Parma, Ohio, south of Cleveland. The WEWS television antenna, an RCA super-turnstile, will be erected on a supporting tower to be provided by International Derrick and Equipment Co., Columbus, Ohio. It will have an overall height of 450 feet.

Mr. Hanrahan said transmitting and studio equipment costing approximately $260,000 was ordered by Scripps-Howard last September from Allen B. Du Mont Laboratories. One complete image orthicon camera chain has been delivered, with transmitters and other equipment scheduled to follow this spring.

Joseph B. Epperson, chief engineer, Scripps-Howard Radio Inc., is in charge of technical construction of WEWS. Mr. Hanrahan, who now lives in Cleveland, is acting general manager of the station.

The Austin Co.'s plans for the WEWS studio building include provision for two television studios; two studio control rooms; one master control room; a motion picture film developing plant, cutting room, projection room and film storage vault; and large storage and workshop space for scenery and props. Studios will be designed to permit as many as 1000 television program visitors at one time.

In addition to handling the WEWS television building project, the Austin Co. is working on video and FM stations in Washington, New York, St. Louis, Hollywood and Seattle, Mr. Hanrahan said.



INTERIOR view showing artist's conception of WEWS central staging area for television broadcasts.

BILL STULLA OF KFI DAVIS AWARD WINNER

THE 1946 ANNUAL H. B. Davis Award to announcers of NBC and affiliated stations was won by Bill Stulla, of KFI Los Angeles, it was announced last week. Mr. Stulla was awarded $300 and a gold medal.

Group winners of engraved rings, distributed annually, were Herb Sheldon, WNBC New York, in the NBC owned and operated station class; Bob Kay, WAVE Louisville, regional affiliates; Arch Macdonald, WBZ Boston, clear channel affiliates, and David Bennett, WKBO Harrisburg, Pa., local affiliates.

Honorable mentions went to Kennedy Ludlam, WRC Washington, in the owned and operated station class; Howard Tupper, WGY Schenectady, clear channel affiliates; Ralph Sims, WJBO Baton Rouge, regional affiliates, and Cale D. Moore, WHIZ Zanesville, O., local affiliates.

Awards will be officially bestowed during a special NBC broadcast March 5, 6:15-6:40 p. m.

RECEIVER OUTPUT HITS PEAK DOLLAR VOLUME

ALLTIME dollar volume record in production of radio receivers is believed to have been established in January when 1,564,171 units were turned out by member companies of the Radio Manufacturers Assn.

Ten per cent of the January sets were consoles, a sharp upturn from the 1946 trend when a cabinet shortage confined production mostly to table models. Console ratio is expected to increase during 1947, reaching perhaps 17% or 18% later in the year as compared to a 1946 average of only 7%. Record total-set production was achieved last October when the figure reached 1,678,444 units. December's output was 1,454,687 units.

AM-FM production continued its marked upward trend in January, rising from December's 40,903 to 51,318. Manufacturers' schedules call for continued increase in AM-FM output as the year progresses, since engineering details that kept FM production at a low ebb last year have been overcome.

Television set output totaled 5,437 in January as against 3,561 in December, with 4,790 of the January output consisting of table models.

Fremantle Change

AMERICAN Division of Fremantle Overseas Radio Ltd. of London has been formed into a separate corporation to be known as Fremantle Overseas Radio Inc. Office continues to be located at 660 Madison Avenue, New York. Paul Talbot, formerly director of the American Division, has been elected president of the new corporation which represents commercial radio stations in Europe and North and South America.

World Conference Proposals Are Ready to Send to Bern

INDUSTRY-GOVERNMENT meetings preparatory to the World Radio Conference, which opens May 15 at Atlantic City [BROADCASTING, Feb. 3], have been concluded "with decisions hammered out until they were accepted by everyone."

Harvey B. Otterman, assistant chief of the State Department's Telecommunications Division and chairman of the industry-Government Committee, told BROADCASTING that the United States proposals for the World Conference are now ready for transmission to the Bern Bureau of International Telecommunications. The U. S. proposals will be circulated from Bern to the 60 nations which have been invited to the Atlantic City conferences.

"We have been fortunate in the past, largely because of the painstaking care taken in the preparation of our proposals. The U. S. proposals have been drawn up in such detail that we can hope for a great degree of successful consideration although of course we can make no forecasts," said Mr. Otterman.

Groundwork for the World Conference was laid in a series of meetings including the Third Inter-American Telecommunications Conference in Rio De Janeiro [BROADCASTING, Sept. 17, 1945], the British-American Conference in Bermuda [BROADCASTING, Dec. 10, 1945], and the five-power Telecommunications Conference in Moscow last November [BROADCASTING, Nov. 18, 1946].

One of the "fundamentals" upon which there has been "a great deal of concurrence" to date, said Mr. Otterman, is the question of setting up a permanent International Telecommunications Union to function at all times. It was understood that with the large number of nations requesting shortwave space on a crowded spectrum the U. S. will propose to permit each nation to broadcast specified hours, so that two countries might be assigned the same frequency or band of frequencies to operate at different hours.

Mr. Otterman expressed concern over the problems involved in the revision of the frequency allocations table and declared that since there will not be nearly sufficient frequencies for all services, there will have to be some way to give more space to HF, "and that will mean taking some space from other services."

Another "terrible problem" will be assignments of frequencies for the proposed International Broadcasting Foundation [BROADCASTING, Feb. 10] which was high on the list of urgent matters sent to Congress by Secretary of State Marshall.

The World Radio Conference will deal with the allocation of frequency bands by function. After decisions as to the distribution of bands, the High Frequency Conference will take up the problem of frequency allocations. This will be the first meeting of its kind, and is tentatively scheduled to follow the Radio Conference, expected to last about three months.

Francis Colt deWolf, chief of the State Department's Telecommunications Division, told BROADCASTING that although it is too early to name the entire American delegation to the World Conference, it might be assumed that an invitation to act as chairman may go to Senator Wallace H. White Jr. (R-Me.). Others slated for the three U. S. Delegations are Assistant Secretary of State William Benton who would chairman the HF delegation, Col. A. G. Simpson, War Dept., Rear Adm. E. E. Stone, chief of Naval Communications, Capt. Paul D. Miles of the FCC, Kenneth Fry, State Dept., and Chairman Denny and Comr. Jett of the FCC.

BIRTH ANNOUNCEMENTS, information on care of babies and miscellany important to new mothers are carried on WJIM Lansing's new 10 a. m. daily show, *Stork Reporter*. Ruth Lawson, the "Stork Reporter," is assisted by Howard Finch, who produces the show and participates in it. Sponsors of the program send a case of baby food and a photograph certificate to each new stork arrival.

Bell Centennial Show

BELL TELEPHONE SYSTEM March 3 extends its regular half-hour program on NBC to a full hour (9-10 p.m.), in a centennial tribute to Alexander Graham Bell, inventor of the telephone, on the 100th anniversary of his birth. Show will feature such guest artists as Helen Traubel and Jascha Heifetz, in addition to a 15-minute dramatic sketch covering outstanding developments in telephone history narrated by Raymond Massey. At the Bell Telephone Labs at Murray Hill, N. J., a bust of Mr. Bell, sculptured by Paul Manship, will be unveiled by Mrs. Gilbert H. Grosvenor, eldest daughter of the inventor. A telephone hook-up will carry conversation of Mr. Bell's two daughters, Mrs. Grosvenor at the ceremonies in Murray Hill, and Mrs. David Fairchild in Miami, Fla.

Riding in Style . . . . . .

. . . That's what all of us may be doing before the end of the year. . . . And total automobile registrations in the Nashville area will begin rising even faster. . . . In the last prewar year over 159 thousand passenger cars were registered in this retail trade area—and owners spent more than 19 million dollars each year for gas and oil alone. . . . Make your own check of facts and figures about the Nashville market. . . . Then let WSIX introduce your products to its buying audience. . . . They listen regularly to favorite shows broadcast by WSIX.

AMERICAN • MUTUAL

5,000 WATTS

980 KC.

National Representative

THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

HAVE a slice of our BIRTHDAY CAKE?

When you buy a slice of WDAY time, these days, you also buy a part of WDAY's *25 years' experience in broadcasting*—

—better programming, better showmanship, better service that gives WDAY a *6 to 1 edge* in listener-preference, over any other station in these parts!

Yes sir, in the Red River Valley it's WDAY by *six to one!* Write this Oldest Radio Station in the Northwest for all the facts, or ask Free & Peters!

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

JUST BEFORE AIR-TIME, KRAMER GIVES CONTESTANTS FINAL INSTRUCTIONS, CHECKS VOICE LEVELS ON CONTROL-ROOM LOUDSPEAKER.

1. BREAKFAST IN COLBEE'S, where three guest contestants, Kramer, and Douglas MacNamee, program producer (extreme right), get acquainted over coffee and cake.

2. DURING BREAKFAST SESSION, Kramer finds out about background and occupation of each guest—takes notes—later uses this data for colorful on-the-air interview.

Fun at a Broadcast

Pennsylvania Railroad ticket clerk spends morning at radio musical quiz; gets breakfast, prizes, laughs . . . on the house

Accompanied by two co-workers, Mrs. Beatrice Singer, of Rego Park, Queens, appeared at New York's WCBS studios to do battle with Harry Kramer (M.C. of "Hits and Misses"). She listened to popular recordings, then tried to answer musical questions submitted by radio listeners.

First stop on her itinerary was Colbee's Restaurant in the CBS building, with Kramer as host at breakfast. Later, Mrs. Singer was one of three studio contestants on "Hits and Misses". Given $20 to start, she forfeited $5 for one musical "miss", pocketed $15 for two "hits".

Mrs. Singer's radio debut was made on WCBS' new morning quiz show. After only one month on the air the January Pulse for New York gave "Hits and Misses" a 3.3 rating! Prospective participating sponsors can get full information from WCBS, or any Radio Sales Office.

3. MRS. SINGER RELATES EXPERIENCES as clerk for the Pennsylvania Railroad. From 10:00 to 10:30 a.m., listening housewives get vivid word-picture of what representative women "in business" do.

5. MRS. SINGER FORFEITS FIVE of twenty dollars which Kramer had handed to her at start of interview. Kramer and Beverly Harman (P.R.R. Passenger Representative) chuckle at Mrs. Singer's "miss".

4. RECORDED MUSIC ENTERTAINS listeners at home. Transcriptions—featuring name bands and the most popular singers of the day—are selected from the huge WCBS Record Library. Although not all questions are of musical nature, Kramer's contestants in the studio are often asked questions based on program's recorded tunes.

6. A PROFITABLE TIME was had by all. Tomorrow morning, three contestants from another business organization will go through same program paces, will try to take home their twenty dollars.

7. NEXT DAY'S PROGRAM is prepared by Kramer and MacNamee. Listeners submit over 1,500 letters a week. Each hopes to win $10 by having her set of questions supply fun for a broadcast.

ASCAP to Elect

ASCAP will mail ballots this week to members for the annual election of directors. Candidates include: popular writers, 3-year term, three to be elected—Stanley Adams, Otto Harbach, Edger Leslie, incumbents, Bernie Benjamin, Philip Charig, Herman Pincus, John Latouche, John Redmond, Bud Green; 2-year term, one to be elected—Oscar Hammerstein 2nd, incumbent, Harold Rome, Vernon Duke; standard writers, 3-year term, one to be elected—Deems Taylor, incumbent, Abram Chasins, Philip James; publishers, all for 3-year terms, popular, three to be elected—J. J. Bregman of Bregman, Vocco & Conn, Abe Olman of Robbin Music Corp., Lester Santly, Santly-Joy Inc., incumbents, Irving Caesar, Irving Caesar Inc., W. C. Handy, Handy Bros.; music—Bob Miller, Bob Miller Inc.; standard, one to be elected—Frank H. Connor, incumbent, Edwin L. Gunther.

THERE'S A DOUBLE celebration here, as *Pep Boys Dawn Patrol*, all-night show on WIP Philadelphia, has its contract renewed by Manny Rosenfeld (r), of Pep Boys, Manny, Moe and Jack, and at the same time celebrates its 15,000th hour on WIP. Others are (l to r) Benedict Gimbel Jr., president and general manager of WIP; Adolph Strauss and Edward A. Davies of the Strauss-Davies Agency.

KFI-AFRA Come to Verbal Accord on Announcers

ALTHOUGH no contract has been signed, KFI Los Angeles worked out a volunteer verbal agreement with AFRA on staff announcers, with freelancers getting scale pay.

Despite the fact that other network stations are paying top of $80, KFI under new pact voluntarily raised staff announcers from $68.75 per week to $85. Adhering to its policy of signing no written agreements with unions, KFI contract is only verbal. Station is still officially on record as objecting to agencies being forced by AFRA to assume responsibility for payment of commercial fees to staff announcers, it was said. KFI will continue opposition to the AFRA arbitrary fee clause.

KROW Oakland, in recognition of "outstanding services to Naval personnel during World War II," received a certificate of achievement from the U. S. Navy Bureau of Naval Personnel.

Goes West

CHICAGO will get a reverse jolt March 31 when Quaker Oats Co., Chicago, and ABC move *Ladies Be Seated* featuring Johnny Olsen, from New York to Chicago. Reason given for move is that Quaker can keep a less-strained eye on the show in its own bailiwick. Quaker sponsors the 2-2:15 p. m. CST segment of the show (five times weekly) the latter quarter hour is sustaining. Show will be produced by Phil Patton and directed by Charles Acree. Agency for Quaker portion is LaRoche & Ellis, Chicago.

Both Sides in Newspaper Strike Tell Views on Air

REPRESENTATIVES of striking unions and newspaper management used the facilities of WMAS Springfield, Mass., to air their sides of the argument when attempts were made to publish a non-union newspaper in Springfield after all of the city's papers had been shut down by a strike for 144 days.

The union representatives took to the WMAS microphone Tuesday night, Feb. 18, as they had done frequently during the long strike. Management replied with its version of the difficulty the following night, and labor came back with another salvo over WMAS Thursday night, Feb. 20.

The broadcasts came after a partially successful attempt of supervisory employes and other non-union workers to get out the *Springfield Daily News* on Monday, Feb. 17.

RWG Withdraws Plea On Freelancers' Behalf

A RADIO WRITER'S Guild application to the New York regional office of the National Labor Relations Board, seeking to establish the Guild as a bargaining agent for free-lance sustaining writers on networks, was withdrawn by the Guild last week.

No explanation of the Guild's withdrawal was given, but it was presumed that the action was taken in anticipation of possible future recourse to the NLRB on matters affecting not only the single group of free-lance sustaining writers, but also all other writers save for those who are staff employes.

The Guild, it was said, hoped to meet with networks in negotiation on behalf of the free-lancers, but the networks reportedly had not indicated when they would be willing to meet.

Meanwhile, New York Guild officials met with network executives last Tuesday to discuss a staff writers' contract. No progress was reported at the meeting, but another is scheduled for this week.

MEMO FROM MR. GATES
TO: Mr. Pippinger
This letter says what we've been trying to tell our customers all along
P.S.G.
GATES RADIO COMPANY
Quincy, Illinois

WICY
1490 KC · 250 WATTS

North Country Broadcasting Company

65 WOODWARD ST., MALONE, N. Y.
PHONE 187

- MITCHELL C. TACKLEY, Production Manager
- RALPH M. CARDINAL, Commercial Manager
- DANIEL W. CASEY, Program Director
- CHARLES WALKER, Chief Engineer

November 15, 1946

Mr. P. S. Gates,
Gates Radio Company,
Quincy, Illinois.

Dear Mr. Gates:

Although this letter is a little belated, I have been wanting to write it since going on the air November 4 and have been prevented only by the pressure of activities.

Your Mr. MacReynolds from the New York office did a magnificent job when he was here around the end of October. He spent many long hours assisting in the solution of technical difficulties and the fact that we are on the air and things look excellent from a technical point of view clearly indicate to me that his contribution to the work of our chief engineer, Mr. Charles Walker, was an important factor. Together they worked tirelessly, and the thing I appreciated most in Mr. MacReynolds was his deep concern for our problems and his spirit of cooperation with our Mr. Walker. This spirit we have found to be rather common in your organization and sometimes not so common in others.

I can't underestimate the value of the services of your organization and Mr. MacReynolds to WICY and our chief engineer, Mr. Walker. I knew that you would want to know how we feel about this.

Very truly yours,
Mitchell Tackley
MITCHELL C. TACKLEY,
Production Manager.

MEMO FROM MR. PIPPENGER
TO: Mr. Gates—
Right! I'll tell our Advertising Agency to use it in our advertising
— — F. J. P.
GATES RADIO COMPANY
Quincy, Illinois

WORCESTER'S *Gretchen Thomas*
makes each day a little brighter
and housewives' work a little lighter
with the

WTAG MODERN KITCHEN

Housewives of Worcester and central New England go all out for WTAG's Modern Kitchen—and for good reasons, too. So do advertisers for equally good reasons. Gretchen Thomas speaks with friendly authority five days a week on everything connected with the kitchen—preparation of food, shortcuts to economy, the art of home making. Housewives abide by and are grateful for her recommendations. Just as Gretchen Thomas is a big favorite with thousands of central New England housewives, so do advertisers find this popular program a peak spot to keep brand names alive in this prosperous $300,000,000 market.

Available for food account participation.

WTAG PAUL H RAYMER CO. *National Sales Representatives*
BASIC CBS
WTAG-FM
WORCESTER
580 KC 5000 WATTS
AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

CBS Color Showing Given in New York

Inter-Society Color Council Sees Demonstration

A SPECIAL demonstration of CBS color television was given Monday in New York for 28 members of the Inter-Society Color Council, including prominent scientists and representatives of leading industrial companies. Dr. Peter C. Goldmark, CBS director of engineering research and development, himself a member of the Color Council, conducted the demonstration.

D. B. Judd, of the National Bureau of Standards and a member of the Optical Society of America; Prof. M. J. Zigler, of Wellesley College and the American Psychological Assn.; Dorothy Nickerson, of the U. S. Dept. of Agriculture and council secretary, and W. F. Little, of the Illuminating Engineering Society and one of the Council's counsellors, were among those attending the demonstration.

Also present were E. I. Stearns, American Cyanamid Co.; I. H. Godlove, General Aniline & Film Corp., and F. J. O'Neil, Pacific Mills, all members of the American Assn. of Textile Chemists and Colorists; K. L. Kelly, of the American Pharmaceutical Assn., National Formulary; W. C. Granville, of the Container Corporation of America and a member of the American Society for Testing Materials, and R. H. Bingham, of Ansco Corp. and a member of the Society of Motion Picture Engineers.

Also, E. Q. Adams, General Electric; J. L. Saunderson, Dow Chemical Co., and C. E. Foss, all members of the Optical Society of America; A. H. Croup, Hammermill Paper Co. and a member of the Technical Assn. of the Pulp and Paper Industry; Blanche R. Bellamy, Munsell Color Co.; B. A. Brice, Eastern Regional Research Lab. of the Dept. of Agriculture; W. R. Koch, Materials Lab. Wright Field, and R. H. Osborn, Hercules Powder Co.

May Drop

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., (Camel Cigarettes), may not renew *Abbott & Costello*. Thursday on NBC for next fall. It was understood that the comedy team had been offered to other agencies in New York for next season's sale. William Esty & Co., New York, handles the Camel show.

NAB Commended

NAB was cited last week by the USO and National War Fund for its "most generous contribution of time and talent" from 1941 to 1947. In addition, the networks, local stations, sponsors and advertising agencies also were thanked by the two organizations for "helping greatly to finance . . . the USO, and the relief agencies of the National War Fund."

IN HONOR of 20 years service, members of WEEI Boston's 15-Year-Club are presented with watches. Dorothy Franklin, seventh member to be thus honored, is secretary to Caroline Cabot, director of the Caroline Cabot Shopping Service. With her are: Carleton E. Dickerman, (l), who has been WEEI announcer for 20 years; and Harold Fellows, WEEI general manager.

WAR COMMUNICATIONS BOARD IS ABOLISHED

THE BOARD of War Communications was abolished last week by Executive Order of the President. First established as the Defense Communications Board in September 1940, the board coordinated the nation's civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security.

Upon its abolition the board was composed of FCC Chairman Charles R. Denny, chairman; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Admiral Earl E. Stone, Chief of Naval Communications; William Clayton, Under Secretary of State in charge of the Office of Transportation and Communications; Edward H. Foley Jr., Assistant Secretary of the Treasury, secretary; Capt. D. E. McKay, Chief of Communications of the U. S. Coast Guard, assistant secretary. In public statement, the board expressed appreciation "to all the industries, the labor unions, and the Government agencies who rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

The board issued 37 orders during its tenure, 17 of which were cancelled two days following the defeat of Japan. The remaining outstanding orders were dropped last week with abolition of the board.

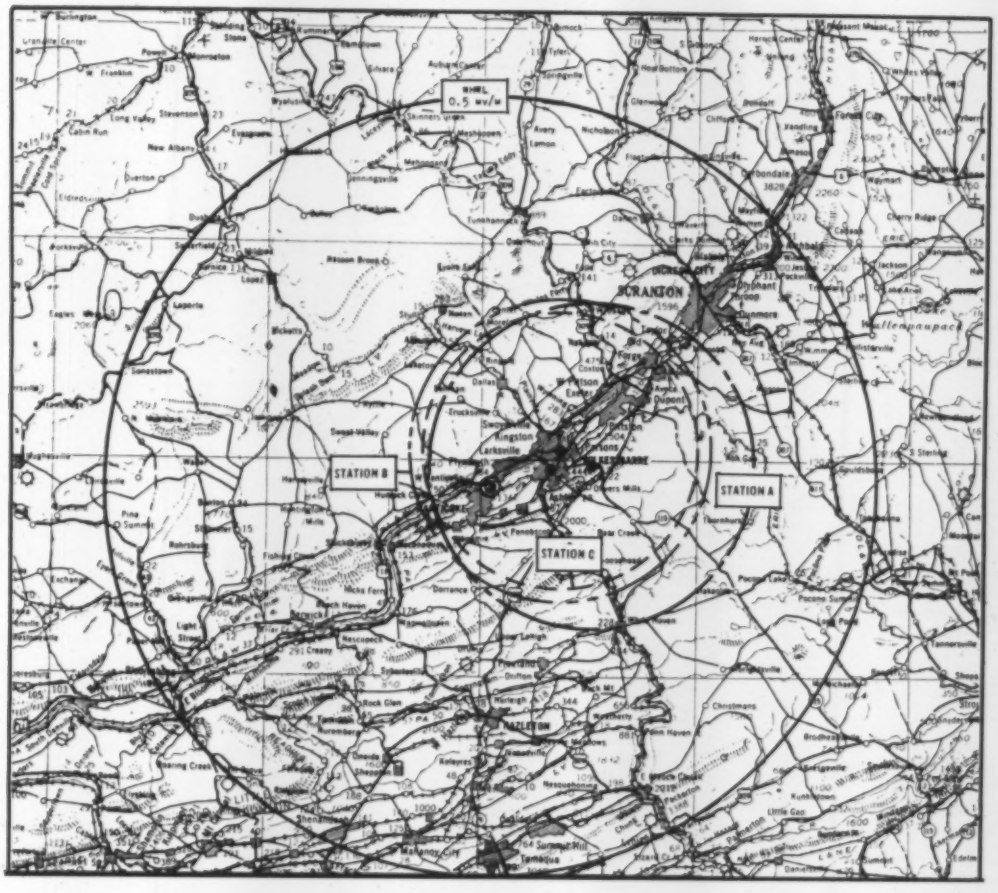
RCA Showroom

AN ELABORATE showroom for public demonstration of the latest in radio and television is under construction in Rockefeller Center by RCA. The showroom, which will contain exhibits of RCA's various divisions, will probably open early in April. Among RCA subsidiaries which will have exhibits are NBC, Radiomarine Corp. of America, RCA Victor, RCA Communications, RCA Institutes and laboratories.

NOT BRAGGADOCIO — JUST PLAIN FACTS!

Why WHWL Is The "Anthracite's Most Powerful Independent Radio Station"

W H W L



730 KC 1000 WATTS (D)

ASSUMPTIONS:

STATION	POWER	FREQUENCY	POPULATION COVERED	UNATTENUATED FD. AT 1 MI.
WHWL—NANTICOKE	1000 WATTS	730 KC	891,400	190 MV/M
STATION "A"—WILKES-BARRE	250 WATTS	1240 KC	398,100	87.5 MV/M
STATION "B"—WILKES-BARRE	250 WATTS	1340 KC	365,500	90 MV/M
STATION "C"—WILKES-BARRE	250 WATTS	1450 KC	348,300	87.5 MV/M

GROUND CONDUCTIVITY USED FOR ALL CONTOURS - 2×10^{-14} E. M. U.
(AS SHOWN ON FCC CHART OF GROUND CONDUCTIVITY IN THE UNITED STATES AND CANADA)

CALCULATED DAYTIME COVERAGE COMPARISON
OF
NANTICOKE & WILKES-BARRE PENNSYLVANIA
STANDARD BROADCAST STATIONS
WELDON & CARR
WASHINGTON DC
461127A

***Offering a greater daytime service to the Anthracite Region, including the rich Wilkes-Barre—Scranton—Hazleton—Berwick Area.**

Owned and Operated by Radio Anthracite, Inc.

38 E. MAIN ST., NANTICOKE, PA. — TEL. 1332

Represented Nationally by
Forjoe and Company

SAM LEAVITT
General Manager

FCC Has Adopted New Rules Governing Noncommercial Educational FM Service

WITH SOME MODIFICATIONS of its original proposal, FCC has announced the adoption of new rules governing noncommercial educational FM broadcast stations, effective April 1.

The Commission left the way clear for oral argument on the rules if objections or suggestions justifying it are filed within 20 days from Feb. 17, when their adoption was announced.

Officials said one of the major changes incorporated in the final version, as compared with the original proposal [BROADCASTING, March 18, 1946], provides that the accreditation of their "state departments of education and/or recognized regional and national educational accrediting organizations shall be taken into consideration" in determining the eligibility of both publicly supported and privately controlled educational organizations which apply for noncommercial educational FM stations.

This accreditation factor, authorities said, may affect several pending applications filed by religious organizations. It was pointed out, however, that the 20-day period for comments will permit any who want to do so to file objections and present the reasons for their opposition to inclusion of this consideration.

Another change from the version proposed last March, officials noted, is that the rules relating to transcription identification will not be applicable to mechanical records broadcast on programs "designed specifically for in-school listening." Otherwise the disc-identification requirements are the same as those in AM and commercial FM.

Primarily for clarification, it was explained, "cultural programs" were added to those types which noncommercial FM stations may transmit to the public. Other classes in this category are educational and entertainment programs.

As previously announced, 20 channels — 201-220, inclusive — are set aside for noncommercial educational FM, and the extent to which applicants meet the requirements "of any state-wide plan for noncommercial educational FM broadcast stations filed with the Commission" will be taken into consideration in passing upon their applications.

FM Engineering Standards will be applicable to noncommercial educational stations, and to a large extent the general rules and resolutions for the two services are comparable.

The rules consist of new Sec. 3.501 to 3.591, inclusive, of Part 3 of the Rules Governing Standard and High Frequency Broadcast Stations. Titled Subpart D, "Rules Governing Noncommercial Educational FM Broadcast Stations," they relate to classification of stations and allocation of frequencies; administrative procedure; equipment; mechanical operation, and other rules of operation. They were adopted Feb. 14 and announced last Monday.

FOR SALE

1 Share Canadian Broadcasting Corporation

According to various CBC announcers and in fact to the chairman of CBC himself, I, the undersigned, in my capacity as a citizen of Canada, am "a shareholder in the CBC."

In the past ten years of its existence this Corporation has to my mind failed on two major scores:

(1) It has not provided the best possible merchandise in the way of radio programs.

(2) It has adopted and acted on policies which I cannot personally approve.

In consequence I wish to disassociate myself with this corporation and withdraw from any responsibility in connection with its actions. My one share in Canadian Broadcasting Corporation is therefore offered for immediate sale. No reasonable offer refused.

Apply to:—

RICHARD G. LEWIS,
Publisher
Canadian Broadcaster

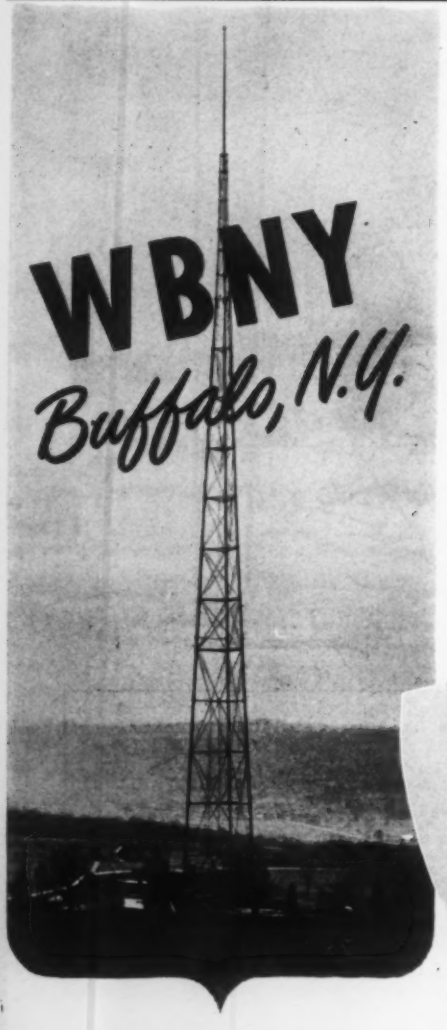
ANXIETY to withdraw from any responsibility in connection with the actions of Canadian Broadcasting Corp. is expressed in this full-page advertisement in *Canadian Broadcaster* signed by its editor and appearing in the Feb. 8th issue of that magazine. Editor Richard G. Lewis quotes CBC spokesmen as saying that as a citizen of Canada he is "a shareholder in CBC," arguing that if this is true he has a right to "sell" his share in the corporation.

Resumes Operation

HOLLYWOOD CHATTERBOX Enterprises, which functioned as a Hollywood radio production unit before war, has resumed operation. Frank R. Brown and Al Michaelian head firm, which is a service to advertising agencies and film producers using spot and exploitation form of broadcasting.

Peak Output Seen

GREATER phonograph record production in 1947 surpassing the 1946 output of more than 300,000,000 records, plus countless thousands of other types of transcribed recordings, was predicted last week by William C. Speed, president of Audio Devices Inc., New York. "We in the recording industry," Mr. Speed said, "definitely believe that the popularity phonograph records and recorded radio programs enjoyed during the past year is only the beginning of a trend that will soon see more and more people enjoying recorded entertainment in their homes."



Another New

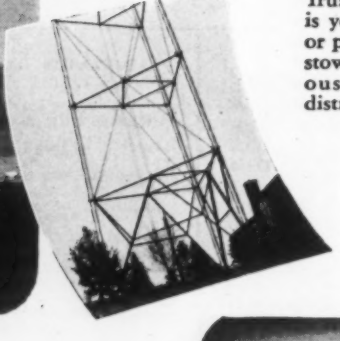
WELL-DESIGNED
WELL-BUILT
WELL-PERFORMING

TRUSCON RADIO TOWER

● More and more the landscape is becoming dotted with Truscon Radio Towers serving the AM and FM needs of the broadcasting industry.

One of the newest is WBNY, Buffalo, N. Y.,—a Truscon Self-Supporting Radio Tower with FM antenna. Height of tower is 358 feet . . . height of FM antenna is 62 feet . . . total overall height is 420 feet.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small . . . AM or FM. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.



TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

WHEC
ROCHESTER
N. Y.

BASIC
CBS

NOW
5,000
WATTS!

GUNNAR O. WIIG
General Mgr., Station WHEC

CLARENCE WHEELER
Vice-President

LEMOINE C. WHEELER
Commercial Manager

BERNARD C. O'BRIEN
Chief Engineer

WILLIAM J. ADAMS
Program Manager

LOWELL H. MACMILLAN
Production Director

J. P. McKINNEY & SON
National Representative
New York, Chicago, San Francisco

.....A GREATER VOICE FOR THE "BIGGEST SHOW IN TOWN"

NEW TOWERS
NEW TRANSMITTER
NEW TRANSMITTER LOCATION
NEW POWER,—5,000 WATTS
NEW COMPLETENESS OF COVERAGE OF THE RICH ROCHESTER TRADING AREA

KWEM West Memphis Holds Inaugural Program

CROWD of 3,500 visited KWEM West Memphis, Ark., during opening day ceremonies Sunday, Feb. 23, George Mooney, manager, announced. The station operates daytime on 990 kc with 1000 w.

Bill Trotter, commercial manager of the new station, was formerly with WMC and WREC Memphis and WNOX Knoxville. Frank Keegan, formerly of WREC, is acting program director, and Vernon Dillaplain, chief engineer.

Owners of the station are a West Memphis group: Judge J. C. Johnson, Mayor Melvin Dacus, J. C. McCaa, Jack Rich and John Cooper. Gates equipment is used throughout, with a 468-foot tower. Transcription services are Capitol and Lang-Worth and news wire is UP.

KCNC, Daytime Station, Takes Air at Ft. Worth

KCNC Fort Worth gave away half-dollars on the street as a feature of its opening day ceremonies Feb. 15. As a welcome to the new station, Jimmy Jeffries of WFAA-KGKO broadcast his *570 Matinee* show from the KCNC studios.

KCNC is licensed to the Blue Bonnet Broadcasting Corp. of Fort Worth [BROADCASTING, Oct. 14, 1946]. It is operating as a daytime outlet with 250 w on 870 kc.

J. H. Speck, president of Blue Bonnet and general manager of KCNC, was with WFAA for nine years before organizing Blue Bonnet. The new station's production and sales manager, Robert Shackelford, formerly was manager of a west Texas station. Other KCNC staff members include: Jack Raymond, program director; Don Allen, chief announcer; Fran Hornesby, in charge of traffic, and T. N. Lawrence, chief engineer.

WJHP Boosts Power

WJHP Jacksonville, Fla., one of the John H. Perry group of stations, was scheduled to go on the air with increased power of 5 kw day and night late in February, Arthur B. Rouse Jr., direction of station relations, announced. WJHP has erected a new transmitter building and two 370-ft. towers on a 15-acre site in the Murray Hill section of Jacksonville. FM equipment has been installed on one of the towers, and WJHP-FM contemplates going on the air about April 1, according to Mr. Rouse.

Expelled From ASCAP

GORDON MUSIC Co., Los Angeles, has been expelled from ASCAP on recommendation of society's complaint committee. Complaint is based on use of ASCAP's name in soliciting funds from amateur song writers.

STUDIOS, an auditorium for audience participation shows, and offices will be housed in this new $100,000 building being erected for CHUM, dawn-to-dusk outlet at Toronto. Building, located at Mutual and Granby Sts. in the Canadian city, is expected to be in use early this spring, the station management reports.

Improvements and Power Boost Projected by KFXM

IMPROVEMENTS totalling $150,000 to be applied to a power increase to 1 kw for KFXM and to KFXM-FM have been announced by Lee Bros. Broadcasting Co., owners and operators of KFXM San Bernadino, Calif.

KFXM-FM is operating interim from a site in San Bernadino with single bay square loop antenna with four radiating elements on top of present AM tower. Transmitter will be moved to a location in mountains overlooking adjacent valley.

Power increase will result in a frequency shift from 1240 kc to 590 kc with accompanying erection of new towers on 40-acre tract, as well as construction of $25,000 building to house new transmitter. Early summer is estimated date for broadcasting with new power.

New Studios and Offices For WJR Detroit Okayed

PLANS for complete new studios and offices for WJR Detroit were approved by the company's board of directors, Owen F. Uridge, vice president and general manager, disclosed this week.

The new plant also will house WJR's proposed FM station and will utilize the 21st, 22nd and 28th floors of the Fisher Bldg. Under proposed changes all broadcasting activities will be centered on the 21st floor, with offices of the management on the 22nd and 28th floors. Structural work is expected to start March 1, with all studio installation and remodeling completed by May 1 pending CPA approval.

WILS Lansing Takes Air With 500 W on 1430 Kc

WILS went on the air at 1430 kc Feb. 19 as the MBS outlet at Lansing, Mich. Station is operating on a daytime basis with 500 w. It is owned by Lansing Broadcasting Co., of which W. A. Pomeroy is president and general manager and J. C. Pomeroy secretary-treasurer and chief engineer.

WILS studio is located in a remodeled two-story building in downtown Lansing. The transmitter is just beyond the southeastern limits of the city. Station is carrying AP wire service, and has engaged Hal Holman Co., New York and Chicago, as national representatives.

Staff members include: Bob Clayton, program director; O. S. Jones, commercial manager; Bill Otto and Martha Mueller, account executives; Bud Kauffman, Alex Dillingham and George Droelle, announcers; Lee Tuttle, in charge of women's programs; Dick Frazier, news editor; Robert Gault, John Nauman and Kenneth Hull, engineers; Earl K. Brigham and Page Heldenbrand, continuity. Also on the staff are Mary Linn, Beverly Klaver, Alonzo Tyler Jr. and Wilbur Morrison.

KTRM Planning to Start April 1 in Beaumont, Tex.

KTRM plans to take the air about April 1 as a 250-w daytime outlet on 990 kc at Beaumont, Tex., the management of the station has announced. Seven men, all formerly with KRIC Beaumont, comprise KTRM's board of directors and control all common stock.

The seven men are: Jack Neil, manager; G. L. Kirk, commercial manager; Joseph S. Trum, program director; Roy D. Shotts, announcer; Ben F. Hughes, chief engineer; Derrill Thompson and M. A. Lewis, both engineers. Also leaving KRIC to join KTRM are Clark Allen, announcer, Georgia Jackson, secretary, and Virginia Moon, traffic.

Mr. Neil, Mr. Kirk and Mr. Trum have been associated in radio work for seven years, with experience in Kansas City, Tulsa, Port Arthur and Beaumont.

New Montana Outlet

KXLK Great Falls, Mont., newest affiliate of Pacific Northwest Broadcasters, planned to go on the air about March 1 with 250 w on 1400 kc. Studios and transmitter are in the basement of Great Falls' 5-story Park Hotel, and the antenna rises 150 feet above the top of the hotel. K. O. MacPherson, manager of KXLJ Helena, also is managing KXLK. Hal Stewart is KXLK program director.

KBOL Boulder Takes Air With 250 W on 1490 Kc

KBOL Boulder, Colo., went on the air Feb. 15 and is operating on a schedule of 15 hours daily. Owner and licensee of the station, a 250-w outlet on 1490 kc, is J. Herbert Hollister, president of Hollister Crystal Co. and former half-owner of KANS Wichita. Jack Todd has been named general manager, and Russel Shaffer is commercial manager.

Mr. Hollister has announced that KBOL, which refers to itself as Radio Boulder KBOL, will feature music and news and will present local sports and public events of general interest. Religious, educational and civic features will be offered daily, he said.

KRIO Has Troubles, Plans To Take Air Nevertheless

WITH its transmitter and tower installation completed but construction of its studios delayed by materials authorization "red tape," KRIO McAllen, Tex., nevertheless is making plans to go on the air in April, if possible, according to Ingham S. Roberts, KRIO general manager.

KRIO is licensed to Valley Broadcasting Assn. Inc. and will operate as a Mutual outlet with 1 kw. Mr. Roberts says a sales office will be maintained in downtown McAllen, a broadcast studio in what will eventually be a two-room apartment in the transmitter building, and the continuity and programming departments in a 20 x 24 ft. clapboard shack on the site of the permanent studio.

KFBK-FM, New California Station, Makes Its Bow

KFBK-FM made its bow in California's Sacramento Valley on Feb. 22. It is an affiliate of the McClatchy Broadcasting Co., which operates KFBK in Sacramento and other stations in California.

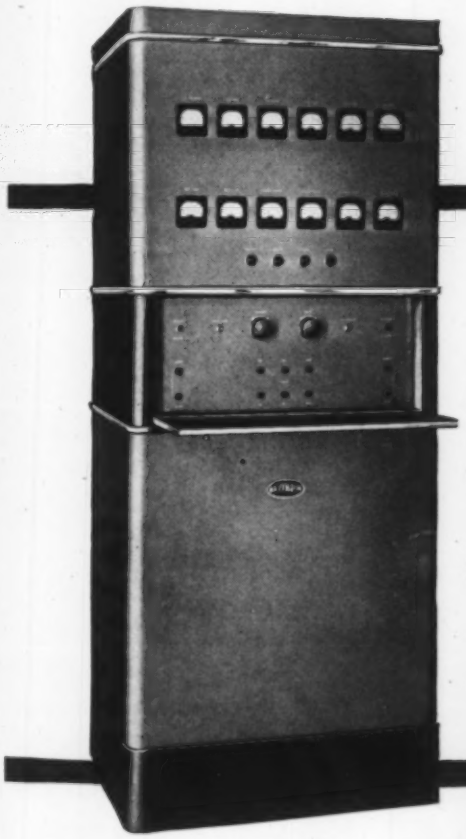
For the first 60 days operations will be from a single bay square loop antenna mounted on a 60-foot pole atop the Bee Bldg. in Sacramento. Eventually operations will be conducted with high power from a 2870-foot mountain about 40 miles from Sacramento.

KERA Goes to 1 Kw

KERA Dallas, WFAA's FM station, began broadcasting with increased power, 1000 w, on Feb. 14. The station, which had been on the air with 250 w since Oct. 5, 1946, had hoped to use the higher power sooner, but severe weather conditions held up planting of the antenna, the KERA management said. Antenna is anchored atop the Mercantile Bank Bldg. in Dallas 542 feet above street level. KERA stated its coverage now extends to a 40-mile radius.

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

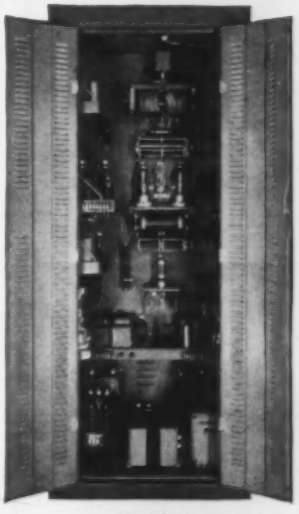
1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency**—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability**—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning**—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation**—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion**—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing**—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements**—All electrical characteristics are well within the F.C.C. requirements. Noise level is −60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.

RAYTHEON

Excellence in Electronics

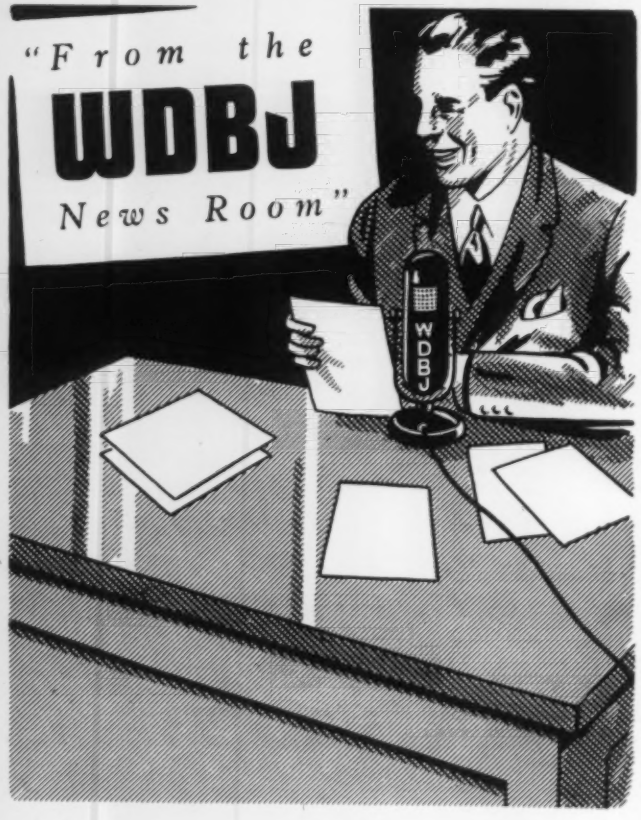


RAYTHEON MANUFACTURING COMPANY

***Broadcast Equipment Division,* 7475 Rogers Ave., Chicago 26, Illinois**

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION



A Proven ENTREE TO A RICH MARKET

WDBJ gives more news from more communities to more people in the "Mountain Empire" than any other station, for WDBJ alone covers most of Roanoke and Southwest Virginia, a richly productive area of 841,700 population.

WDBJ's superb facilities, "reach," and proven leadership assure listener loyalty and listener interest. WDBJ's complete news department, with director and assistant, receives both UP and AP services plus the local news of Roanoke and many other communities gathered in cooperation with the largest daily newspapers in the region.

Several Desirable News Programs

Now Available

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

Myer and Hagerty In New WRS Posts

Myer Is Technical Field Director; Hagerty Engineering Manager

APPOINTMENT of Engineering Manager D. A. Myer to the newly created post of technical field director of Westinghouse Radio Stations Inc. and the naming of George E. Hagerty to the engineering managership was announced today (Monday) by Assistant Manager F. M. Sloan, in charge of engineering for Westinghouse.

Mr. Myer

The appointments are effective immediately, according to Mr. Sloan, to whom both men will report, and each is part of an overall move to streamline Westinghouse Radio's engineering facilities to meet the requirements of an extensive program of long-term improvements covering television, FM and AM.

Mr. Myer will spend most of his time in the field under the new setup, Mr. Sloan explained. "This arrangement," he said . . . "will provide on-the-scene headquarters engineering counsel."

Mr. Hagerty will be in charge of headquarters engineering office and will coordinate planning and construction for new projects. First of these undertakings, Mr. Sloan said, is the new television and radio center at WBZ Boston for which foundations have been started. Also slated for an early start is the new 50 kw AM and 10 kw FM transmitter installation at KEX Portland, Ore.

A native of Indianapolis and a former Marine wireless operator, Mr. Myer studied electrical engineering at Armour Institute, Chicago. He joined Westinghouse Radio Stations Inc. at KYW, then located in Chicago, in June 1922. He served as chief engineer at WBZ Boston and KDKA Pittsburgh before going to Philadelphia headquarters as engineering manager in 1943.

Mr. Hagerty, a native of Concord, Mass., holds a B.S. degree in electrical engineering from Tufts College. He joined Westinghouse at KYW Philadelphia in 1937, served during the war with the Army Signal Corps assigned to the 14th and 20th Air Forces in India and China, and has been attached to Westinghouse Radio's headquarters engineering since his return to civilian life in late 1945.

New Transmitters

NEW 5 kw Raytheon AM transmitter, RA-5, and 10 kw AM transmitter, RA-10 (essentially the same as RA-5 except for power) are now in production, Raytheon Manufacturing Co.'s Broadcast Equipment Division in Chicago has announced. One of the improvements which Raytheon claims for the new transmitters is a flexibility of operation which allows either manual or automatic control at the centralized control panel, plus manual or automatic control through a transmitter control console.

MANAGEMENT

ELMER KRAUSE, assistant treasurer of WGAR Cleveland, has been elected treasurer. He has been with WGAR since station began operation in 1930, and served in AAF during war. **P. M. THOMAS**, who held dual positions of WGAR secretary and treasurer, is retaining position of secretary.

EDWARD J. DeGRAY, business manager of WBT Charlotte, N. C., and assistant secretary and member of board of directors of Jefferson Standard Broadcasting Co., station licensee, has been appointed assistant general manager of station and elected secretary and treasurer of company. Mr. DeGray joined WBT in 1940 as auditor and office manager.

Mr. DeGRAY

HARRY H. BUCKENDAHL, general manager of KOIN Portland, Ore., has been elected member of station's board of directors.

HAL ALTMAN, radio freelancer, San Francisco, has been named manager of new Alameda Times Star FM station, now under construction at Alameda, Calif.

CHARLES GARLAND, general manager of KPHO Phoenix and KOPO Tucson, is in Hollywood conferring with Homer Griffith, station's national representative.

GEORGE CHANDLER, owner of CJOR Vancouver, B. C., is in eastern Canada on extended business trip.

EDWARD E. HILL, executive vice president of WTAG Worcester, Mass., has returned to station after month's absence. Mr. Hill visited Havana, Cuba [BROADCASTING, Feb. 17], and on route home received minor injuries when seven cars of his train were derailed at Maxville, Fla.

GORDON GRAY, former vice president and general manager of Stuart Stations, KOIL Omaha, KFOR Lincoln and WDGY Minneapolis, has joined WIP Philadelphia as assistant general manager and director of sales. Mr. Gray was appointed general manager of Central States Broadcasting Co. in 1944, after having been with Joseph Katz Co., New York, and later manager of agency's Kansas City office.

Mr. Gray

FRAZIER REAMS, president of Community Broadcasting Co., owner of WTOL Toledo, Ohio, has returned from cruise on USS Toledo, newly commissioned heavy cruiser. He was one of six Toledoans who were guests of Secretary of Navy for "shake down" cruise of USS Toledo.

CHARLES A. WALL, executive assistant to NBC's vice president in charge of finance, has been named chief of staff of 77th Division of Organized Reserve Corps, AUS.

E. A. ALBURTY, manager of WHBQ Memphis, Feb. 26 addressed students of Harding College, Searcy, Ark., on subject of "Radio." Mr. Alburty is on extended business trip which will include visits to Chicago, New York and Washington.

C. L. THOMAS, general manager of KXOK St. Louis, has been appointed to Liaison Committee to study possibilities of World's Fair in St. Louis in 1953.

WHEN IS A COMMERCIAL TWICE AS GOOD?

WHEN IT'S IN WDRC's *Market Basket*

THIS popular WDRC show makes your commercials twice as good by giving you: 1) Your regular 1-minute announcement, 2) Sampling of your product and extra announcements in the "Market Basket," 3) One of Hartford's highest Hoopers for a morning show.

Twice each morning, a mobile unit with two announcers and the "Market Basket" roams around Greater Hartford. Where will it stop? No one knows, but the audience listens!

Then a doorbell rings, and a pleased housewife is on the air! She is interviewed and presented with the "Market Basket," which is filled with free gifts, mostly sponsors' products.

The "Market Basket" is the double-barreled feature of the "Shoppers Special," WDRC's every weekday morning program, from 7:15 to 9 a. m. What else happens for an hour and forty-five minutes? Plenty! That's why WDRC has an 8-page brochure to send you, on request.

Naturally, the show is practically always filled with sponsors. There are a limited number of availabilities now, and we do mean limited. So write without delay.

Send for Brochure

An 8-page brochure, describing all the features on The Shoppers Special.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

MORE AND MORE NATIONAL AND
WCKY BECAUSE WCKY GIVES THE
PER DOLLAR THAN

*According to the Nov.
Monday thru Fri*

WCKY DELIVERS 52% MORE AUDIE
WCKY DELIVERS 92% MORE AUDIE
WCKY DELIVERS 138% MORE AUDI

**WCKY Is the Lowest Cost i
31 of the 48 Quarter-Hour P**

CALL FREE & PETERS

*When You Buy Radio Advertisi
You Get The Mos*

Invest Your Ad Do

L. B.

**WC
CINCI
FIFTY THOUSAND WA**

ND LOCAL ADVERTISERS ARE BUYING HEM MORE AUDIENCE IN CINCINNATI N ANY OTHER STATION

Nov.'58, Hooper Station Ratings,
ru Fri., 8 AM to 8 PM:

UDIENCE PER DOLLAR THAN STATION A
UDIENCE PER DOLLAR THAN STATION B
UDIENCE PER DOLLAR THAN STATION C

Cost in Audience per Dollar for
lour Periods from 8 AM to 8 PM.

ERS FOR AVAILABILITIES.

lvertising In Cincinnati, Buy Where
Most For Your Money!

Ad Dollar WCKY's-ly!

B. Wilson

CKY
CINNATI
WATTS OF SELLING POWER

Editorial

Broad Strokes

NAB PUBLIC RELATIONS Executive Committee has projected a charter [BROADCASTING, Feb. 24] that, properly pursued, should bring about a desirable relationship between American broadcasting and those served by the art.

Only the broad outline has been developed: To improve relationships with other media; to maintain high program standards; to stress community activity; to serve the public interest more diligently. These are broad strokes on the canvas, and the detail must be filled in by management on the local level.

The overall objective of any public relations effort is to promote the merit of a product or service. So it follows that in the case of radio, a unique medium, the best public relations obtain when the best service is rendered.

Even the most vocal critics against American broadcasting acknowledge, sometimes grudgingly, that our system excels all others. We do not proceed, then, from a standing start—for we have the momentum of over 25 years of steady progress behind us.

Our energies, then, should be directed toward building that momentum, through better programming; and bringing to the attention of the whole public the fact that radio is working toward a fuller life for all.

The NAB committee has made a good start. Now all that is needed is follow-through.

Bad Business

NO COMMERCIAL practice in broadcasting cheapens the art more, in our view, than that illustrated by the letter reproduced on page 18. Any broadcaster who can read that letter with equanimity, with no resentment toward those who foster the practice the letter illustrates, must be a phlegmatic soul indeed.

A firm of merchandise brokers, operating under the name of George Kamen, seeks to solicit free merchandise to be used as "giveaways" on *Hollywood Jackpot* (CBS). All the manufacturer need do, the Kamen organization reports in this particular instance, is furnish three merchandise gifts and $150. For that, each week, the manufacturer will get a free plug on a coast-to-coast CBS program which is costing the current sponsor $26,000 a program.

This paragraph, excerpted from the letter, speaks for itself:

> This show costs the sponsors over $26,000 a week. You can get the same publicity and advertisement for only three watches and $150.00 a week on the very same show.

It is evident that Mr. Kamen solicits such merchandise with the knowledge and consent of the agency handling the Whitehall Pharmacal Co. account, the sponsor involved in this case. Perhaps the sponsor, too, understands and condones the practice. But it should be resisted by broadcasters. This is the kind of commercial practice that gives substance to the criticism of American broadcasting which has emerged in recent months.

Unfortunately this particular case, although spotlighted by publicity just now, is not an isolated one. The New York *Herald Tribune's* competent John Crosby reported from Hollywood last week the practice of giving guest stars everything from bracelets to automobiles for air appearances.

In a related category is this new series of transcribed productions featuring John Vandercook. They are free to the stations and available for local sponsorship. But who is footing the bill on Vandercook, on production and on corollary costs? The Air Transport Assn. And why? Not out of the goodness of its heart, you can be certain. There is, as they say, a gimmick and it's not only puzzling, but alarming, that nearly 300 broadcasting stations would buy this "pig in a poke" without first seeking the *raison d'etre*. ATA is buying space, and plenty of it, in newspapers and magazines. Is it simply supplying boilerplate for "local sponsorship"?

If a sponsor requires prizes for giveaway programs, we feel he should buy them. And if trade-names of non-advertising firms are to be mentioned on broadcast programs, then straight commercial rates should be charged.

Any compromise on that policy is bad ethics and bad business.

White House Blackout?

A BEHIND-THE-SCENES battle in Washington bodes no good for radio's status as a news medium. It is a throw-back to the pre-war era, when the press fought radio's right to cover news as it broke.

The press association men covering the White House had protested the use of voice transmission from the Seaplane Tender *Greenoch Bay*, which will escort the Presidential yacht *Williamsburg* on the Caribbean cruise. They had insisted that radio men aboard use radiotelegraph too. The Navy, by some devious hocus-pocus, initially found that it couldn't afford to put a voice transmitter aboard—about a $5,000 item. And Charles Ross, press and radio secretary to the President, evidently felt his hands were tied.

After a fortnight of uncertainty, the matter was adjusted "amicably" last Thursday when the Washington bureau managers of the press associations withdrew objections to voice transmission. The Navy discovered a 50-w signal could be emitted, sufficient for voice relay.

It doesn't take the FBI to figure this out. The press association men did not want to compete with voice transmission, admittedly swifter and more effective. They want radio to use the press association dispatches. They don't want their press associations quoting the broadcasts, which practice during the war became commonplace.

It's the same old story of attempting to stop progress. It is inconceivable that at this late date, the press should attempt to stymie radio coverage of the movements of the nation's chief executive. Direct voice transmission from the Byrd Expedition at the South Pole has been handled on schedule for several weeks. But voice coverage of the President practically off-the-coast of Florida became an issue!

Irrespective of the outcome of this incident, the issue is important. Shall radio be relegated to its pre-war status of second-hand news coverage? After having covered every important aspect of the war direct from the beachheads to the peace tables, shall radio be penalized because the microphone is swifter journalism than the printing press?

The Caribbean thrust was an ill-contrived and silly effort to deprive the public of the free flow of news—the very thing the press association heads have been harping about.

Charles Ross, as the President's press and radio secretary, functions for all methods of news dissemination. Radio's equal footing with the press was decided by the war.

Our Respects To—

ELLIOTT MAXWELL SANGER

WRITING in a national periodical, a celebrated publisher referred broadly to WQXR as the "station with a soul." But radio folk have long since specifically identified Elliott Maxwell Sanger, together with the station's founder, John V. L. Hogan, as the "soul behind the station."

As executive vice president and former co-owner of WQXR, Mr. Sanger has succeeded in converting a visionary plan into a profitable reality. The "vision" was his overpowering conviction that the broadcasting industry could afford a radio equivalent of the quality newspaper. WQXR represented the implementation of that vision; and the station's subsequent growth proved the hard practicality of his foresight.

In February 1936, John V. L. Hogan and Mr. Sanger—working from the simple credo that good radio could also mean good business—launched the Interstate Broadcasting Co. in New York City, devoted to the transmission of classical music.

The large-sounding title of the organization was in reality a euphemism for a garage loft in Long Island City operating for three or four hours a day on an experimental license with the call letters WQXR. Mr. Sanger served as combination program manager and sales chief.

Later that same year, the station acquired a Fifth Ave. address but no proportionate enhancement in business. It was at that location that Mr. Sanger and associates conceived the idea of the program booklet. This was a monthly listing of the station's programs. It was offered at 10 cents a copy and served as an indicator of listener interest in WQXR programs.

Cued by an immediate response to the booklet offer, the organization broadened, emphasizing its "living room" atmosphere and expanded in 1939 to 5 kw. By 1940 the power had increased to 10 kw.

The "quality" motif had begun to pay off and reached its culmination in a recent set of statistics which indicated that 41,000 listeners subscribed to the monthly booklet at a dollar a year. Regular listeners now total more than a half million families.

To conform with the unique composition of his listenership, Mr. Sanger has developed an equally individual commercial policy. Most of the sponsors content themselves with a factual mention of their products at the beginning of the program and a parallel mention at the close; yet so loyal is listener identification that

(Continued on page 46)

DEPENDABILITY OF DELIVERY

LONG before the days of Livingston, warriors in darkest Africa were using drums to summon tribesmen to a council of war. They depended on weather and wind for the effectiveness of their signal.

In Baltimore, Station WCBM delivers your message day or night any day, or every day, no matter what the wind or weather. Dependability and definite penetration into a great consumer market, are reasons why time-buyers, with complete metropolitan coverage in mind, choose WCBM.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

GRAYSON WINS AWARD FOR IMN NEWSCASTS

CARL GRAYSON, Intermountain Network newscaster (l), receives congratulations from Vernon Churchill, president of Advertising Club of West.

CARL GRAYSON, Intermountain Network newscaster, received the first place gold award in the Salt Lake City Advertising Club's annual competition, T. A. Axelson, club president, announced last week. The award went to Mr. Grayson for his daily IMN 9:30 p.m. newscast sponsored by Utah Oil Refining Co. and heard over 15 IMN stations in Utah, Idaho, Wyoming and Montana.

Mr. Grayson's newscasts originate at KALL Salt Lake City, where news facilities of the *Salt Lake Tribune-Telegram* and all of the wire services are utilized.

In additior KALL won a silver award in the commercial-public service division of the annual Advertising Club competition, with *Speak for Freedom*, written and produced by Alvin G. Pack and sponsored by Eimco Corp., Salt Lake City.

Awards were presented by Vernon Churchill, president of the Advertising Clubs of the West, in ceremonies at the annual banquet of Salt Lake Advertising Club at Hotel Utah, Salt Lake. KALL broadcast the proceedings.

ABRL Book Out

THE 1947 edition of the *Radio Amateur's Handbook* has just been published by the Headquarters Staff of the American Radio Relay League. The *Handbook*, in its 21st year of publication, is the standard manual of amateur radio communication, revised yearly. There are 632 pages, with 1,257 illustrations. The price in the U. S. proper is $1.25; elsewhere the price is $2.

THE SELLING VOICE
WRNL . . . a modern, progressive station holding the largest daytime audience of any station in the Richmond area . . .
IN THE BUYING MARKET
RICHMOND, VA. . . . with an annual per capita sales of $563 as compared to $321 for the Nation. A steady, depression-proof market unaffected by war . . .
GIVES GREATER PROFITS
To the WRNL advertiser!
WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

Commercial

FAY DAY, Navy veteran and recent graduate of Harvard's Graduate School of Business Administration, has been named to head new department of sales research at WTOP Washington.

ADDISON SMITH Jr., formerly in New York radio departments of Ted Bates Inc. and Benton & Bowles, has joined Don Lee Broadcasting System, Hollywood, as account executive.

WALTER BIDDICK Co., Los Angeles, will continue to represent Burn-Smith Co., station representative, on West Coast, according to **GUY M. BIDDICK**, president of former firm.

R. E. GREEN, manager of national sales and service at KOMO Seattle, March 1 left for three-week sales trip in the East. His plans include stops at New York, Chicago and Detroit.

JOE W. COBBS, former Army captain, has joined WSCR Scranton, Pa., as commercial manager.

EARL PRICE, RCAF veteran, has joined commercial department of CHOV Pembroke, Ont.

BILL LOFTON has joined traffic department of KROD El Paso and **BILLIE BACKLER** has been added to accounting department

CFRA Ottawa. new 1 kw station on 560 kc to begin operations May 1, has appointed All-Canada Radio Facilities, Toronto, as exclusive Canadian representative.

JOHN HOGG, commercial manager of KOY Phoenix, is in Hollywood for week's conferences with CBS officials.

JOHN PEARSON Co., Chicago, has been appointed national representative for WJHL Johnson City, Tenn.; WMLO (CP) Milwaukee, Wis.; and WDAI Memphis, Tenn.

GEORGE P. COOPER Jr., Army veteran and formerly with Fenner & Beane, New York, has joined WSAV Savannah, Ga., as account executive.

BEATRICE MAE CATES, traffic manager at WLAW Lawrence, Mass., and **ROBERT IRVING KIMEL**, time salesman at WHAV Haverhill, are to be married April 12.

CONSTANCE D. STACKPOLE, owner and director of "New England Cupboard," on WNAC Boston, April 14 will join sales staff of WEEI that city.

WILBUR EDWARDS, CBS Chicago radio sales manager, Feb. 22 arrived in Hollywood for week's conferences with network officials.

HARRY MASON SMITH, vice president of Crosley Broadcasting Corp. and director of sales at WLW Cincinnati, has returned to his duties after more than 10 weeks absence due to ill health.

NEAL SMITH, assistant sales manager, assumed duties of sales director during his absence.

GEORGE L. MOSKOVICS, commercial manager of WCBS-TV New York, Feb. 24 addressed Benton & Bowles, New York, Job Training Session. His subject was "Developments in Television."

ANDY McDERMOTT, sales manager of H. N. Stovin & Co., Toronto station representative firm, has been appointed director of radio sub-committee for second annual Byline Ball of Toronto Men's and Women's Press Clubs, to be held at Royal York Hotel, June 7.

EDWARD T. McCANN Jr., formerly of WTAG Worcester commercial department, has joined WCOP Boston as sales representative.

CHESTER SUTHERLAND, former commercial manager of CJKL Kirkland Lake, Ont., and **ROD LEWIS**, new to radio, have joined commercial staff of CKCW Moncton, N. B.

PEGGY STRICKLAND, formerly with sales department of North Central Broadcasting System, New York, has joined WLIB New York sales staff.

CLARK GEORGE, sales service manager of CBS Hollywood, is the father of a boy.

NBC Awards

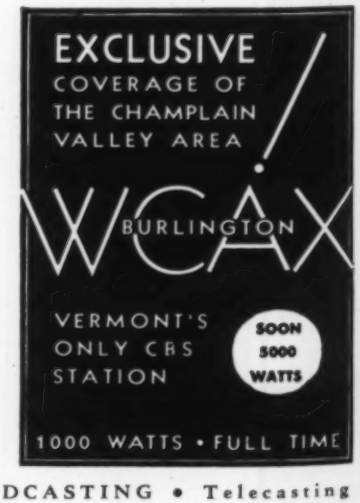
AWARDS totalling $95 went to 11 New York NBC employes during January for suggestions to improve operations of the network. James J. Connor of the traffic department received the largest award, $25, for his suggestion regarding WNBC station b r e a k announcements, which was to refer to the station as "pioneer station of the National Broadcasting Company." The announcements are now being used on the air. Other awards of $5 and $10 went to the following: Laurette G. Feeney, engineering; Betty Fritz, research; Renee Hubert, radio-recording; Thomas S. Kerr, guest relations; Louis J. Newman, controller; Edward Nolen, engineering; Charles W. Phelan, engineering; Adam Reisz Jr., international; Erline Wallace, and Arthur B. Zacks, program.

On ASCAP Committee

JOHN O'CONNOR, publisher-member of ASCAP, New York, has been named to the society's executive committee. Lester Santly has replaced Gene Buck as chairman of the committee. The chairmanship is rotated every three months.

Bar Group Names Petty

DON PETTY, NAB general counsel, has been named by the American Bar Assn. as a member of the national committee of the Section of Administrative Law. He also has been appointed to the Committee on Statement of Principles of Administrative Law. This committee is making an overall study of administrative methods and principles which should apply under the American form of government, including analysis of licensing as a procedure and limitations of action based on administrative rulings.



COME AND SEE

SONOCRAFT

FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

REPRESENTING THE PRODUCTS OF:

- ALTEC-LANSING CORP.
- BRUSH DEVELOPMENT CO.
- RECOTON CORP.
- PRESTO RECORDING CORP.
- REK-O-KUT CO.

AVAILABLE NOW AT:

SONOCRAFT CO., INC.

45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997

In Washington, D. C.
the Nation's Capital

AMERICA'S TOWN MEETING OF THE AIR

offers an unparalleled opportunity for the prestige advertiser who can combine a powerful Public Relations and Advertising job.

Available at low co-op price

For Complete Information

WMAL

BASIC ABC NETWORK
5000 WATTS • 630 KC

Owned and Operated by
THE EVENING STAR
BROADCASTING COMPANY

Respects

(*Continued from page 42*)

few sponsors have ever had cause to complain of sales results.

Occasionally, however, Mr. Sanger encounters a problem that summons into action all of his sales ingenuity. Such a problem was the Pepsi Cola account. The Pepsi Cola theme song is so well-established and so intensively cultivated a trade mark that its rendition on any program sponsored by that company would seem almost unavoidable; yet Mr. Sanger was aware that its "tone" would be off-key on a station dedicated to classical music. His solution to the dilemma was characteristic. He had the Pepsi Cola theme recorded on a celeste, played it without lyrics and secured a sales impact that was thoroughly acceptable to the client and eminently in tune with the station's policy.

In 1944, Mr. Sanger and associates accepted the million dollar bid of the *New York Times*, and in July of that year ownership of the station passed to that daily with Mr. Sanger remaining as executive vice president.

Mr. Sanger was born in New York City on March 2, 1897. His next important milestone occurred in 1917 when he was graduated from Columbia School of Journalism.

For the first few months after graduation he was associated with the Cities Service Co. as assistant publicity director. But early in 1918 he joined the Navy as an enlisted man. He soon advanced to the rank of ensign and was placed in charge of publicity for the Navy, promoting Liberty Loans in Washington, D. C.

Upon his return to civilian life, Mr. Sanger joined an advertising agency, Harry Michaels Co. (no longer in existence), as a copy writer. In 1920 he moved to J. R. Beaton Co., New York, as advertising manager and later general manager. He was associated with that firm for 15 years.

In addition to his duties with that company, Mr. Sanger kept up his journalism and publication interests and founded the official *Journal* of New York County Medical Society.

In 1921 he met and married Eleanor Naumburg, and when, in 1936, he helped found WQXR, Mr. Sanger asked Mrs. Sanger to come down to the station "to help," as he put it. She has been helping ever since. Mrs. Sanger is now program manager of the station.

The Sangers celebrated their 26th wedding anniversary on Feb. 8. They have two sons, Elliott Jr., 25, and Kenneth, 23. Elliott Jr. is in charge of public events for the station and is an assistant to his father. Kenneth is studying electrical engineering at Duke U.

Mr. Sanger's hobbies, quite unsurprisingly, are music and books.

AGENCIES

WILLIAM MORRISON, radio director and account executive of Garfield & Guild, San Francisco, has been appointed a vice president of agency.

WILLIAM T. TODD, associated with Lennen & Mitchell, New York, for six years, has been elected vice president in charge of copy.

EDMUND L. CASHMAN, former vice president in charge of radio for Foote, Cone & Belding, and more recently head of his own Hollywood radio production firm, has joined executive staff of Kudner Agency and is establishing offices at 1680 N. Vine St., that city. As such he will produce CBS "Tony Martin Show" starting Mar. 30 for The Texas Co.

Mr. Cashman

LAWRENCE S. TONE Jr., formerly with Frank Wellman Agency, Philadelphia, has joined Ecoff & James, that city, as an account executive.

R. C. FRANCIS, associated with Campbell-Ewald Co., Los Angeles, for more than 20 years, has been appointed vice president in charge of West Coast operations. He succeeds **R. H. CROOKER**, who resigned to establish Beach City Chevrolet Co., Long Beach, Calif.

JOHN RAVENEL, AAF veteran and formerly in production department of WHFC Chicago, has joined radio staff of McCann-Erickson, Chicago, assigned to writing and presentation.

JOHN J. McKENNA, director of public relations at McCann-Erickson, New York, is the father of a girl, Susan Isabel.

WALTER BLAKE, former account executive for McCann-Erickson, Los Angeles, has joined Donahue & Coe in similar capacity and will head West Coast offices to be established in Beverly Hills.

CHARLES FISHER, former columnist of Philadelphia Record, and **DWIGHT VAN METER**, former theatre manager in Reading and Pottstown, Pa., have joined public relations department of N. W. Ayer & Son, Philadelphia.

GEORGE MOLL, head of George Moll Adv., Philadelphia, has been named second vice-president of Northeastern Hospital, that city.

LEW C. SNYDER, former manager of KJR Seattle and KEX Portland, Ore., has joined Pacific National Adv., Seattle, as production manager.

ABBOTT REALLY, formerly with Young & Rubicam, New York, has joined San Francisco office of Biow Co., as account executive for Roma Wine. He replaces **AD KLEIN**, resigned.

GORDON G. AGNEW Jr., former editorial director of American Locomotive Co., New York, has joined market research division of G. M. Basford Co., that city.

STUART POTTER Inc., Chicago, has expanded offices and located in permanent quarters at 20 N. Wacker Drive. Telephone is Franklin 1397.

KING RICHARDSON, former production manager of Glasser-Gailey & Co., Los Angeles, has joined Dan B. Miner Co., that city, in similar capacity. **BEN LAMASTER**, former copy head of Glasser-Gailey, also has joined agency's copy staff. **WILLIAM G. GRAY**, agency's manager of production and traffic, has been appointed account executive.

WILLARD S. WOOD, formerly with Campbell-Ewald Co., Los Angeles, has joined Neale Adv. Assoc., that city, as an account executive.

THOMAS E. ARMSTRONG, former Army major, has joined traffic department of Brooke, Smith, French & Dorrance, New York.

WILLIAM H. LEWIS Jr., former account executive at Dancer-Fitzgerald-Sample, New York, has joined Kastor, Chesley & Clifford, that city, in executive capacity.

MARY HANRAHAN, talent booker of Young & Rubicam, Hollywood, and in private life Mrs. John Mulvihill, is the mother of a boy.

HENRY O. PATTISON Jr., vice president of Benton & Bowles, New York, has been appointed copy chief of agency.

R. V. POLLOCK has resigned from J. Walter Thompson Co., New York, to head new business department of Amos Parrish & Co., that city.

ROBERT E. McCARTHY, Army veteran, has joined his father's agency, L. F. McCarthy & Co., Cincinnati.

W. EARL BOTHWELL, head of Pittsburgh agency by that name, is in Hollywood conferring with **NAT TUFTS**, West Coast manager, on operational expansion.

J. M. HICKERSON Inc., New York, has acquired additional office space for one department in Empire State Bldg. Offices now located at 110 E. 42d St.

ALEXANDER DUNCAN CHIQUOINE Jr., senior vice president and director of BBDO, New York, will retire from firm next month.

RALPH W. REESE, with Young & Rubicam New York, for 13 years, has been appointed manager of agency's international division. **LORIMER B. SLOCUM**, vice president, continues as director of division.

WILLIAM N. DAVIDSON, formerly with ABC station relations, has joined radio department of Benton & Bowles, New York.

JEANNE GRAY, New York radio and stage actress, has joined radio production department of Rogers & Smith Adv., Los Angeles, and is in charge of women's programs.

MARY RUTH FORGETTE, formerly in publicity department of Selznick International Studios, Hollywood, has joined production staff of Arthur W. Stowe Adv., Los Angeles.

HOWARD BOOKER, co-owner and radio director of Culp & Booker Adv., Los Angeles, has withdrawn to form agency under his own name at 350 S. Alvarado St. Former agency will continue under name of Earl R. Culp Adv.

HAZEL SMITH, former copy writer of Lucy Barnes Adv., Los Angeles, has joined Raymond Keane Adv., that city, as copy chief.

BILL KELSO, former manager of **AL JARVIS**, m.c. of recorded "Make Believe Ballroom," has opened advertising agency under his own name at 6526 Sunset Blvd., Hollywood.

TED COLBY, former program director of KOH Reno, has joined radio staff of General Adv. Agency, Hollywood.

JOHN H. RIORDAN Co., Los Angeles, has moved to 605 Lucas St. Telephone is Madison 6-2292.

C. JAMES PROUD, president of Dayton Ohio Advertising Club, has been appointed national field representative of Adv. Federation of America.

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC 5KW. 500
REPRESENTATIVE - WEED & CO.

Stepping stone to sales

In the olden days of Memphis, here was a symbol of affluence.

Now, in modern Memphis, there's another stepping stone to sales influence. It's WHHM—the freshest, the newest breath of life to come to Memphis broadcasting.

WHHM gives its listeners a new concept of radio entertainment and while so doing garners beautiful Hooper ratings, audience appreciation and results for advertisers.

Step up to WHHM—use it as a stepping stone for sales, at less cost per listener in Memphis—step your sales progress up with the station that's starring in Memphis . . . put your spots on this result-full spot.

WHHM

MEMPHIS, TENNESSEE

INDEPENDENT—BUT NOT ALOOF

Represented by Forjoe & Co.

PROGRAMS

DOG STORIES, narrated by Ned Lynch, are presented on "Me and My Dog," heard Mon., Wed., and Fri. over KNAK Salt Lake City. Series is sponsored by Vim Dog Food Co., that city. Mr. Lynch presents stories and tells listeners where they may call to have Vim delivered to their door. Same method is repeated on KALL and KUTA Salt Lake City in spot announcement series. Cooper & Crowe Adv., that city, is agency for Vim.

Bowling Quiz

DURING the 10th annual Merchandise Show being held in Philadelphia March 3-6, WPEN that city, is broadcasting daily half-hour quiz show, titled "Ten Strike Quiz." Program has bowling format with participants drawn from hardware and merchandise dealers attending Merchandising Show. Frances McGuire, WPEN director of women's activities, and Bill Sears, station's sports director, conduct series which originates in main auditorium of Suplee-Biddle Co., Philadelphia wholesale firm sponsoring Merchandise Show and WPEN series.

Health Questions

ROUND TABLE discussion by physicians on health questions is subject of weekly program, "How's Your Health?", which began on WNBC New York March 1. Series, broadcast Sat. 2-2:15 p.m., is presented in cooperation with New York U. College of Medicine, whose dean, Dr. Currier McEwen, presides as moderator, assisted by Robert Sherry of WNBC's announcing staff.

Religious Music

DESIGNED to show how much of world's most famous music is of church origin, "Songs of Faith" is being presented on KFBK Sacramento, Calif. New series is aimed at promoting better understanding among peoples of all denominations.

Listeners' Opinions

LISTENERS are invited to submit views on local civic and national affairs to be used on "Across the Back Fence," Saturday feature heard on KRUX Phoenix. Program uses "letters to the editor" form, and prominent local citizens are invited to participate in discussions. KRUX also is presenting daily series "The World on Parade," fact and fancy type program covering variety of subjects. Three announcers alternate with unusual facts and strange laws and customs around the world.

Announcer Auditions

PARTICIPATION on new program "So You Want To Be An Announcer?" over WHHM Memphis, is open to boys of Memphis high schools. Preliminary auditions for each school are held weekly and five best entries appear on show, aired Sat. 11:30 a.m. Final winner will receive prize plus three-months contract as part-time announcer during summer.

Safety Suggestion

LISTENERS to "Man on the Street" on WPAY Portsmouth, Ohio, Mon. through Sat. 12-12:15 p.m., were asked to express opinions on question: "How can we make Portsmouth safer for pedestrians and vehicles?" Variety of suggestions were received, including installing more traffic lights, standardizing placement of lights and signs, and inflicting heavier penalties for traffic violations. One listener suggested removing foot accelerators from automobiles.

Stunt Show

NEW Saturday night Trans-Canada network stunt and games program is being aired by CBL Toronto, and fed to CBC network. "Playhouse Party" begins by giving colored noisemakers to audience as they enter studio. Audience is invited to take part in stunts and amateur dramatics during half-hour show is aired. Prizes, including theatre tickets and diamond rings, are awarded. Bob Kesten and Byng Whitteker, former war correspondents, are hosts of show.

Juvenile Quiz

JUVENILE quiz show, offering movie tickets as contest prizes, is new feature on WKXL Concord, N. H. Sponsored by Flanders Dairy, Concord, show is aired Mon. through Sat. 5:30 p. m. and presents Win Blake, WKXL announcer, as "Uncle Bill," m.c. Listeners must send in Flanders Dairy milk bottle tops to be eligible for contest, which is handled by phone.

Rural Adult Education

ROUND-TABLE discussion program, dealing with adult education in rural schools, has been started on CKNX Wingham, Ont. Panels for half-hour weekly program include school teachers, school board members, parents and students from rural schools within 50 mile radius of Wingham.

Civic Feature

NEW feature of WSOC Charlotte, N. C. is "The Mayor's Report to the People." Mayor Herbert H. Baxter, of Charlotte, is presented on program each Wed. at 6:45 p.m. Broadcast is arranged so that complete report of previous days' city council actions are available. Don McSwain, station's civic events announcer, represents citizens of Charlotte by interviewing Mayor on important matters of local interest.

Comic Baseball Feature

DRAMATIC comedy series titled "The Mighty Casey" began on MBS March 1, Sat. 9-9:30 p.m. New program features Millard Mitchell as Casey, of baseball legend, and Ann Thomas, radio and film actress, as Casey's romantic interest.

Legislative News

BRINGING listeners news of state legislators, KRLC Lewiston, Idaho, has spotted reporter at Boise for daily transcribed and telegraphic accounts. Assignment is being handled by George Shreve, with 15-minute programs being transcribed at Boise and flown 400 miles to Lewiston.

'Coed Clambake'

NEWS of social events in local schools, augmented by record requests, is basis of "Coed Clambake," new show on WKXL Concord, N. H., aired Mon. through Fri. 3:30 p.m. "Sandy" Saunders, WKXL announcer, is m.c. of program. More than 500 teen-agers visited studio for opening of "Clambake" and each was given an autographed clamshell as membership token in program's fan club.

Rehearsal Aired

BACKSTAGE performance of Charleston Symphony Orchestra was heard over WCHS Charleston W. Va., as station recorded and later aired orchestra's rehearsal session. Rehearsal was heard exactly as it occurred, with instructions to orchestra being given by Director Antonio Modarelli and special interpretive comments by Burton Sonis of WCHS staff and Helen M. Thompson, executive secretary of orchestra.

Training Guide Dogs

METHODS of training guide dogs for the blind was described on "News and Interviews" program on KPO San Francisco, Feb. 25. Clarence Leisure, conductor of show, interviewed Stewart Wiest, training supervisor of guide dogs for the blind school at Los Gatos, Calif., who explained how dogs are taught to lead and protect sightless persons.

Carolina Cup Races

COVERAGE of Carolina Cup Races at Camden, S. C. March 29, will be handled exclusively by WIS Columbia, S. C., according to Program Director Ray A. Furr. WIS short wave station WENL will be utilized in remote pick-up for the coverage. Frank Harden, WIS sports chief, and Christie Zimmerman, women's director at WIS, will handle show.

Opera Tryouts Aired

LOCAL TALENT tryouts for Cincinnati Opera Co. from Montana District are being broadcast by KANA Anaconda, Mont., in new series titled "Aria Auditions." Program is aired Tues. and Thurs. 5:15-5:30 p.m.

'Juke Box Session'

TEEN-AGE listeners are requested to call WHBQ Memphis and present requests to be aired on "Juke Box Session" 30 minute show heard each Saturday morning. Listener making request must also give name of school he attends and prizes are awarded to students from school which has most requests each week.

Wake Up Service

WAKE UP service has been started on CKMO Vancouver, B. C., on weekday 7 a.m. show, "Call Boy." While Al Goodman, m.c. of show, airs musicals, time signals, and news, he also calls listeners who have left requests at CKMO to be awakened. Calls go out on air.

Sports Telecasts

FORD MOTOR Co., Detroit, Feb. 15 sponsored telecast of New York Athletic Club games from Madison Square Garden on WCBS-TV New York, as part of motor company's "Parade of Sports" series on the CBS video station. WCBS-TV also plans to telecast on succeeding Saturdays National AAU, ICAA and Knights of Columbus meets, all from the Garden.

Women's Contributions

NEW WOMEN'S program on CBC Trans-Canada network from CBL Toronto, is weekly series "Women's Way," dealing with women's contributions to social culture, politics, militarism, religion, science and history. Mattie Rotenberg produces program.

Mental Health

MENTAL HEALTH is subject of new CBC Trans-Canada network weekly program, dealing with growing problem of mental hospitalization. "Mind's Your Business" presents case histories, in dramatized form, of people who have recovered from mental illness through proper medical care. Leading medical men are presented on weekly program.

'Thrilling Stories'

NEW SERIES titled "Thrilling Stories," presented in cooperation with Thrilling Publications, New York, was to begin on MBS March 1, Sat. 9:30-10 p.m. Programs present stories with sports, western, air, sea and detective backgrounds.

National Guard Feature

ABC in cooperation with U. S. National Guard, Feb. 26 started new public service program featuring Paul Whiteman, his orchestra and chorus, Wed. 9-9:30 p.m. First program had as guest Secretary of War Robert P. Patterson. National Guard, and its agency, N. W. Ayer & Son, New York, is providing talent for series and ABC, in cooperation with affiliated stations, is providing air time.

Video Animated Cartoons

APPLICATION of animated cartoons in television commercials will be used by General Mills, Minneapolis (Cheerios). Action in cartoons will be fashioned around Cheerio's cereal character, "Joe." Idea was developed and is being produced by Green Assoc., Chicago radio and television production agency, in cooperation with Dancer, Fitzgerald, Sample, Chicago.

TV Political Program

IN CAMPAIGN for reelection, Alderman Bertram B. Moss of Chicago, Feb. 17 appeared on television show on WBKB Chicago, presenting "graphic evidence of first term accomplishments." Bob Elson, WBKB announcer, interviewed Alderman Moss.

'Canada Week'

SPECIAL series about Canada and Canadian people, titled "Canada Week," is being presented during week of March 3 on CBS "School of the Air," in cooperation with CBC. Programs are being produced by CBC as new experiment in international educational broadcasting. "School of the Air" is heard in both countries.

Aids Unemployed

PUBLIC service program titled "The Jobcaster" is heard daily Mon. through Fri. 8:40 a.m. over KSFO San Francisco. Series is presented in cooperation with California State Employment Service and features agency's public relations director, Bill Ladd. Sketches of unemployed veterans, their background and qualifications for jobs are given and prospective employers are invited to call and arrange an interview.

Cooking Clues

ABBOT LUTZ, who conducts cooking quiz, "You Name It and I'll Eat It!" over WLOW Norfolk, Va., gives a recipe which listeners call in and identify. The first listener to identify recipe invites Mr. Lutz to her home to partake of dish described.

SPOT *your Market*

SPOT *your Coverage*

With more and more stations coming on the air concentrated coverage becomes increasingly more important. The buying power in the South is primarily centered in the cities. This is true of Knoxville which is served by WBIR. Out of 40 rated daytime quarter hours WBIR had 23 in first place, 10 in second. Cover the cream of the Knoxville market at greatest economy through WBIR . . . "the voice of Knoxville".

WBIR
A NUNN STATION

ABC • 1240

John P. Hart, Mgr.

Knoxville, Tennessee

REPRESENTED BY THE JOHN E. PEARSON CO.

Atlanta-to-Los Angeles Coaxial Cable Will Be Ready by Fall, AT&T Declares

A PREDICTION that coaxial cable will connect Atlanta and Los Angeles by next fall appears in the February issue of *Long Lines*, house organ of the long lines department of American Telephone & Telegraph Co. Reporting on the department's activities during the past year, the magazine states:

"One of the important projects of the 1946 construction program was the new coaxial cable being extended to the Pacific Coast over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled for the early fall of 1947."

Stating that "a considerable portion of our future construction program will consist of coaxial cables," the article reported that "approximately 1,700 miles of this type of cable were placed in 1946, bringing the total to around 3,300 route miles."

"During 1946," the article continued, "television broadcasters expanded their use of coaxial cable facilities for experimental television transmission. About 200 programs originating in New York, Washington, Philadelphia or Baltimore have been carried to television broadcasting stations in both New York and Washington."

"Substantial progress was made during the year in the construction of the New York-Boston microwave radio relay system, and it is expected that these facilities will be available for tests early this year. . . . Installation of an experimental radio relay system between New York and Philadelphia is also planned for 1947."

The magazine also reports on the application of AT&T for authority to install terminal stations in New York and Chicago for an experimental radio relay system between these two cities [BROADCASTING, Feb. 3].

TV MULTIPLE ANTENNA DATA SOUGHT BY TBA

ERNEST A. MARX, chairman of the Television Broadcasters Assn. subcommittee on apartment house antenna installations, has written to all manufacturers of electronic equipment asking whether they are working on multiple antenna distributing systems capable of feeding a large number of video receivers.

"This system," Mr. Marx explained, "must be able to allow any tenant to purchase any make of television receiver, regardless of input impedance, plug it in on the multiple antenna system and receive usable signals."

Pointing to the "great and insistent demand" for such systems, Mr. Marx said that the TBA engineering committee will be glad to investigate any system submitted.

The subcommittee was created after several New York apartment house owners had told their tenants no antenna installations would be permitted until suitable multiple antenna systems had been devised [BROADCASTING, Feb. 17, 24].

RADIOS were presented as prizes to New York winners in "What I Think About Radio" letter contest conducted on women's programs throughout the U. S. by the Assn. of Women Broadcasters of the NAB. Awards came from women commentators whose programs produced the best letters. Presentation took place at NAB headquarters. Seated (l to r) are: Mrs. Evelyn W. Bernstein, Jamaica, L. I., and Mrs. H. N. Bossak, Staten Island, both winners; Dorothy Lewis, coordinator of women's activities of NAB; and two other winners, Mrs. J. K. McGhie, New York City, and Mrs. A. H. Armour, Brooklyn. Standing (l to r): Lilian Black, WLIB; Alma Dettinger, WQXR; Alma Kitchell, WJZ commentator and president of AWB; Charlotte Adams, WQXR; Bessie Beatty, WOR.

FELLER DELIVERS!

STRIKE ONE!—BOB FELLER, with intimate stories of baseball's outstanding personalities. . . .

STRIKE TWO!—GUESTS drawn from highest ranks of American and National Leagues, managers, players, batboys and fans. . . .

STRIKE THREE!—Hi-Lo-Jack & the Dame, nationally known radio stars.

Quarter Hour transcriptions 26 weeks April 5th thru Sept. 27. Wire for rates and auditions.

RADIO PRODUCTIONS, Inc.

2901 S. Moreland — Longacre 8387

Cleveland, Ohio

Producers of

Singing Weathermen — Time In Rhyme — Musical Thermometer

WHAM
TOPS THEM ALL
IN WESTERN NEW YORK

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

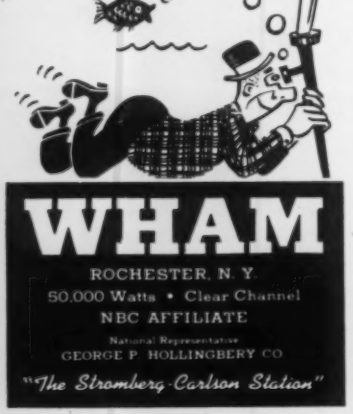
●

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

●

Write for your copy of

WHAM
MARKET DATA



WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

SPONSORS

J. R. TOWNSEND Inc., San Diego (auto, radio distributors), has appointed The Tullis Co., Los Angeles, to handle regional advertising. Firm has half million dollar advertising appropriation with more than 50% budgeted for radio.

BRIDGEFORD Co., San Diego (Bridgeford frozen foods), has appointed N. W. Ayer & Son, Hollywood, to handle advertising.

SAFEWAY STORES Inc., Oakland (Nob-Hill Coffee), has appointed Hannah Adv., San Francisco, to direct advertising. Present schedules will continue.

FLOTILL PRODUCTS Inc., Los Angeles (canned foods), March 3 starts twice daily quarter hour participation in Al Jarvis' "Make Believe Ballroom" on KLAC Hollywood. Contract is for 13 weeks. Other Pacific Coast radio will be used. Agency: The Tullis Co., Los Angeles.

INTERNATIONAL HARVESTER Co. has signed "Slim Bryant and the Wildcats." featured on farm broadcasts of KDKA Pittsburgh, for 30 promotional shows throughout Pennsylvania, West Virginia and Ohio from Feb. 25 to April 9.

McCOY'S WILSHIRE, Beverly Hills (Imperial washable wallpapers), has appointed Atherton & Co., Hollywood, to handle advertising with 13 week spot announcement schedules on KGFJ and KECA Hollywood.

WILKINS COFFEE, Washington, sponsor of "The Factfinder" on WTOP that city, March 3 also begins airing of show on WCAO Baltimore. Show will continue to originate at WTOP. Agency: Lewis Edwin Ryan Adv., Washington.

BIBLE INSTITUTE of Los Angeles (religious) has appointed Broadcast Adv., Los Angeles, to handle advertising effective March 1. Institute annually spends more than $190,000 on radio, and in addition to transcribed programs on various stations, sponsors weekly half hour live "Bible Institute of the Air" on 180 MBS stations.

FOSTER-MILBURN Co., Buffalo, N. Y. (Doan's pills), Mar. 3 starts sponsoring five weekly ABC cooperative, "Kiernan's News Corner" on KECA Hollywood. Contract is for 52 weeks. Agency: Street & Finney Inc., New York.

WEST COAST SOAP Co., Oakland, Calif. (Powow household cleaner), has announced plans for expanding radio advertising during 1947. Company will continue to sponsor H. V. Kaltenborn three times weekly on KPO San Francisco, as well as series of transcribed spot announcements. Agency: Brisacher, Van Norden & Staff, San Francisco.

A. M. KARAGHEUSIAN Inc., New York (rugs and carpets), has issued bulletin to trade stating that carpet manufacturers in 1947 wil spend about $2,700,000 for radio and other media in industry's goal of "50% increase in floor covering sales over normal years."

STAZE Inc., New York (denture accessories), has appointed Roberts & Reimers, that city, to handle advertising. Radio will be used.

NEW JERSEY SAVINGS AND LOAN LEAGUE, Newark, has appointed Wellman Adv., Philadelphia, to handle advertising. Radio to be used.

PARK & TILFORD, New York (All-fabric Tintex and dyes), has started three month advertising campaign using commercials through three-minute announcements, chain breaks, women's participation programs, five-minute and quarter-hour programs, utilizing 230 stations. Agency: Charles M. Storm Co., New York.

KRAFT FOODS Co., Chicago, early in May will start video dramatic series on WNBT New York, Thurs. 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

Billion Dollar Industry Seen in Video Set Sales

TELEVISION set sales will amount to one billion dollars within five to seven years, according to J. B. Elliott, RCA vice president in charge of instrument division.

Within 1947, he said RCA hopes to deliver 15,000 to 20,000 sets to Los Angeles area; this will be approximately 10% of company's total output. Answering a query on the effect of color on currently marketed black and white receivers, he said converters would be available when an electronic system of color is available. Mr. Elliott is currently in Los Angeles with other RCA executives arranging for that city's T-Day program scheduled for March 10.

CAB Regional Meetings

ONTARIO STATIONS will hold meetings under Canadian Association of Broadcasters regional meetings plan at Toronto, March 3-5. Meetings March 3 are for smaller market stations of Ontario, on March 4 for major market stations, and on March 5 for station representatives with offices at Toronto. CAB policy and plans and member station problems will be discussed at the three day session.

NETWORK ACCOUNTS

Renewal Accounts

NOXZEMA CHEMICAL Co., Baltimore, March 8 renews for 52 weeks "Mayor of the Town" on CBS Sat. 8:30-8:55 p.m. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Network Changes

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), March 26 replaces "Fabulous Dr. Tweedy" on NBC with "Feature Assignment," originating from New York Wed. 10-10:30 p.m. Agency: Ruthrauff & Ryan, N.Y.

GENERAL MOTORS Corp., Detroit (Kelvinator division), April 5 replaces "Hollywood Star Time" on CBS, Sat. 8-8:30 p.m., with "A Man Called X." Agency: Foote, Cone & Belding, New York.

PULLING POWER FOR YOUR BUCK!

WHEN WJW moved into Cleveland it grew in strength and stature . . . aimed at superiority in entertainment and service for listeners and advertisers. Now . . . with top local programming, high listener acceptance, more daytime dialers per dollar than any other regional station, WJW has become CLEVELAND'S CHIEF STATION . . . giving advertisers more for their money.

BASIC ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WSLI
JACKSON
MISSISSIPPI
GRANTED
5000 WATTS 930 K. C.
Soon, complete day and night coverage of Mississippi's expanding consumer market over WLSI — the "Double-Return" station.
AMERICAN BROADCASTING COMPANY
WEED & COMPANY
NATIONAL REPRESENTATIVES

PRODUCTION

ART LEWIS ZAPEL, former announcer at WOWO Fort Wayne, Ind., and recently with U. of Wisconsin as assistant in Dept. of Radio Education, has returned to WOWO production department. He also will teach radio classes of U. of Indiana Extension held at WOWO.

GREG GREGORY, formerly with KGER Long Beach, Calif., and KWKW Pasadena, has joined announcing staff of KSVP Artesia, N. M.

TRENT WOOD, student at Southwestern U., Memphis, has joined WHBQ that city, as student announcer. He will be under supervision of announcer **DICK WINTERS.**

FREELON N. FOWLER, former service staff member of CBS television, has been appointed assistant film supervisor of WCBS-TV New York.

VIRGINIA SULLIVAN has joined staff of WCOP Boston as transcription librarian, replacing **ELEANOR POOR**, who is now secretary to **HENRY LUNDQUIST**, assistant to program manager.

JACK B. STODELLE, formerly of KOY Phoenix and KMPC Hollywood and prior to war KFXM San Bernardino announcer, has returned to latter station in same capacity.

DON PRINGLE, formerly of CBO Ottawa, on loan to the United Nations at New York for some months, has resigned from CBO and joined the permanent radio division of the UN.

R. BENNETT, formerly of CJAD Montreal, has joined the production staff of CBL Toronto.

BENEDICT FREEDMAN, script writer for "Red Skelton Show," and his wife, Nancy Freedman, are authors of a novel, "Mrs. Mike," which Literary Guild of America, New York, is distributing as its March selection.

GEORGE M. CAHAN, former newspaper and magazine contact of CBS Hollywood press department, has joined KHBC Hawaii as program director. Preceding five years with AAF, he was with WCAU and WFIL Philadelphia as announcer and WTNJ Trenton as program director.

Mr. Cahan

JOHN FLOOD, assistant to program director, **LADE CONLEE**, WHBQ Memphis, has been named production manager.

DAVID G. LEE, formerly with WOWO Fort Wayne and WIBC Indianapolis, has joined WWCO Waterbury, Conn., as program director.

FRANK P. MASUY has joined WSCR Scranton, Pa., as program director.

CRAIG LAWSON and **RUSSELL MACK** have joined announcing staff of KROD El Paso.

GRANT HOLCOMB Jr., director of public information programs for KQW San Francisco, accompanied 20 newspaper and magazine writers on 15-day tour of California industrial plants to get first hand knowledge of production progress and plans for future of western industry. On return to San Francisco, he will present series of programs on western industry over KQW, starting March 15.

PAT HUDSON has joined KFOX Long Beach as announcer, succeeding **BOB STANLEY**, resigned.

CHARLES LEE STONE, announcer of KMPC Hollywood, for his activities on "Farm & Garden Hour," has been given Silver Shovel award of Southern California Amateur Gardeners.

WARREN LEWIS, NBC Hollywood continuity writer, has been named as a producer.

BILL THOMPSON, who portrays Wallace Wimple on NBC "Fibber McGee & Molly," has been named to board of directors of Hollywood Boys Club.

BILL ANSON, record m.c., of KFWB Hollywood, has been signed to record minimum of eight vocals per year for Mastertone records.

TIM REARDON, AAF veteran and formerly with Midsouth network at Clarkesdale, Miss., has joined announcing staff of WHBQ Memphis.

CARL KENT, recently AAF discharged and prior to that announcer at WAKR Akron and KHJ Los Angeles, has joined KTAR Phoenix in similar capacity.

JOE GRATZ, former CBS New York staff director, has shifted to ABC Hollywood as writer-producer of new comedy series tentatively titled "Meet My Uncle Charlie," starring **ADOLPHE MENJOU.**

CHARLIE SIVERSON, program director of WHAM Rochester, N. Y., is guest on present "shake-down" cruise of USS Rochester, Navy's newest heavy cruiser. **BILL FAY**, WHAM manager, was scheduled to make trip but was forced to cancel plans because of illness.

DAN VALENTINE, formerly of WRUF Gainesville, Fla., has joined producing-announcing staff of WRVA Richmond, Va. **SAM FOUTS**, former program director at WRUF, has joined WRVA continuity department.

STEPHEN W. RYDER, former head of programming for Oneonta Star Inc. and previously with announcing and promotion staffs of WOLF Syracuse, has been named program director of WENE Endicott, N. Y., station to begin broadcasting July 1 [BROADCASTING, Feb. 24]. Mr. Ryder will also direct program activities at stations of Empire Newspapers - Radio Inc., WENE licensee, in Oneonta, N. Y. and Stroudsburg, Pa.

Mr. Ryder

JIM EVANS, new to radio, has joined KANA Anaconda, Mont., as operator-announcer.

ELLIE DIERDORFF, special events director of WCOP Boston, has been named chief announcer. He succeeds **LOU DUMONT** who has joined WBEC Pittsfield, Mass., as program manager.

BILL HICKOK, formerly of WTHT Hartford and WHAI Greenfield, Mass., has joined staff of WCOP Boston as announcer. He will conduct show titled, "Harmony House," featuring his voice on records.

PAUL MARION, formerly of WRHI Rock Hill, S. C., has joined announcing staff of WSOC Charlotte, N. C.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System
MBS BMB

You
GET THE WHOLE PICTURE WITH
WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Piz

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

you have until march 10th

. . . TO RESERVE SPACE NEAR THE NEW AND EXCLUSIVE FIGURES ON YOUR MARKET THAT WILL APPEAR IN SALES MANAGEMENT'S 1947 *SURVEY OF BUYING POWER.*

Unchallenged as the *one and only source* of up-to-date figures on local markets, the *Survey* is used throughout the year in media selection by 15,000 executives of national advertisers and their agencies. Realizing this, hundreds of newspapers, radio stations, chambers of commerce, outdoor and car-card organizations find the *Survey* indispensable as a year-round tool for defining and selling their markets.

For detailed information on the *Survey of Buying Power* and how to use it in your promotion, write our nearest office.

The 1947 *Survey* will be published May 10th, *BUT* reservations in the city and county sections must be in by March 10th. Position is being assigned on a first-come, first-served basis, and immediate action is necessary if you wish to have your story favorably located near the figures on your market.

DIRECTOR OF SALES
THE FIRST WORD ON MARKETS
THE LAST WORD ON MEDIA
ABC
Sales MANAGEMENT
386 FOURTH AVENUE, NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

WILLIAM KOBLENZER, former head of Music Corp. of America's Chicago radio department, has joined Frederick Ziv Co., New York, as head of new live package program department. Mr. Koblenzer will also work in custom built transcribed show department.

JOSEF ZIMANICH, former head of National Screen Service's eastern studios, where he directed music and dialogue recordings for trailers, has joined staff of Columbia Records, New York. He will work in popular and classical artists and repertoire departments.

TELEWAYS RADIO PRODUCTIONS, Hollywood, has signed **WILLIAM (Wild Bill) ELLIOTT** and **ANDY DEVINE** for starring roles in 30-minute transcribed western series titled "The Amazing Texan." **ROBERT LIBOTT** and **FRANK BURT** will write series with **J. CLINTON STANLEY** producer-director.

LOUISE V. JORJORIAN has joined transcription department of WTAG Worcester, Mass.

HAL WILSON RADIO PRODUCTIONS, Hollywood transcription producer and program packager, has moved to 6000 Sunset Blvd. Telephone is Hollywood 7151.

KFI Newscast Policy

BELIEVING "certain types of sensational stories have no place on a radio broadcast," KFI Los Angeles has adopted a policy against their usage. "Only when perpetrators of the crimes are brought to justice, and good journalism demands it, will the newcasts" of KFI "report the facts of the story," statement concludes. That city's series of brutal slayings motivated policy, it was said.

SCIENTISTS' FINDING MAY ELIMINATE FADING

SCIENTISTS at the U. of California have just reported on findings which may eliminate fading and garbling in long distance radio communication.

Elimination of such fading may be accomplished, they stated, following research in bouncing radio waves off the ionosphere, 60 miles above the earth. According to Dr. M. G. Morgan, staff engineer in the Navy electronics-research laboratory at the university, it may be possible to build a rotating antenna which will greatly reduce the erratic behavior of the reflected waves.

Waves Split

With the present antenna, waves are split when they hit the ionosphere and bounce back as two separate signals, almost equal in volume. By rotating the antenna it was found that one signal could be made stronger and the other one weaker. Scientists hope to devise an antenna which will strengthen the stronger reflection and reduce the weakened one to the point where it will present no problem at the receiving end. But the major difficulty in solving the problem is that the ionosphere, which is an ionized layer of air, is not constant in reflecting quality. It is affected by the earth's magnetic field and by free electrons liberated by radiations from the sun.

OUT FRONT AGAIN!

Evidently Birmingham prefers WSGN . . . For the latest 1946 Conlan Survey puts us out front again in the all-day (8 A. M.–6 P. M.) period with 35.9% of the listening audience. *Analysis of radio surveys shows that WSGN has steadily maintained this decisive lead.* So for outstanding coverage, buy Alabama's leading station.

ALABAMA'S BEST BUY FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

ALLIED ARTS

EDWARD J. KELLY, former vice president of North American Phillips Co., New York, has been appointed works manager of Emerson Radio and Phonograph Corp., New York. Prior to his association with North American Phillips, Mr. Kelly was affiliated with RCA for 25 years.

F. DARIUS BENHAM & LARRY NIXON, publicity firm, has been formed by **F. DARIUS BENHAM,** former head of his own publicity firm, and **LARRY NIXON,** former assistant director at Pan American Airways, New York. Offices are located at 292 Madison Ave., New York.

CARL W. SUNDBERG, former senior consultant with industrial division of Ebasco Services, New York, has been appointed assistant to president of Press Wireless Mfg. Corp., New York.

ROBERT E. LAMAR, formerly an editor of company publications in Sylvania Electric Co. Industrial Relations Department, has been appointed to advertising staff of company's Radio Tube Division.

GEORGE SCHREIER, formerly with the WJZ New York and ABC Press Dept., has joined **DICK HYMAN,** publicity and public relations firm, New York, as an associate.

EUGENE B. LUCAS, former sales manager of cabinet division of Plymouth Corp., Lawrence, Mass., has been appointed sales manager of Air King Radios, Brooklyn, N. Y.

SAMUEL G. BARTON, president of Industrial Surveys Co., New York, Feb. 25 addressed radio luncheon meeting of American Marketing Assn. using subject, "How Much Can We Pay for Radio Research?"

STEWART-WARNER Corp., Chicago (radio mfg.), has announced doubling of advertising and merchandising program through Henri, Hurst & McDonald, Chicago, in belief that 147 will be a "buyers year on radio receivers."

G. WILLIAM GAHAGAN, former public relations officer of OWI and Department of State in San Francisco, has joined Lee & Losh, public relations firm in that city.

ARDIEN RODNER, president of newly formed Television Adv. Productions, Chicago [BROADCASTING, Feb. 3], Feb. 26 addressed members of Chicago Assoc. of Commerce and Industry at luncheon meeting. His topic: "Television Today."

PATRECE SNYDER, special assistant to **MAX YOUNGSTEIN,** director of advertising, publicity and exploitation of Eagle-Lion Films, Hollywood, has been named radio director of firm.

FRANK C. ADAMS, formerly with New York Daily News, Washington bureau, has joined editorial staff of Radio Capitol Service, Washington radio news division of Howard Suttle Newspaper Bureau. He replaces **EARL B. STEEL,** who resigned to join research staff of U. S. Chamber of Commerce.

DOUGLAS LOUNDS, formerly with Benton & Bowles, has joined Photo-Lux Labs., New York, as general manager.

USE NRB's RADIO CAMPAIGNS for Local Advertisers

50 or more campaigns each month —13 commercials packed with tested sales appeals and benefits in each campaign. Also Seasonal Campaigns, Station Breaks, Tested Program Ideas, Planning Guide and other important aids. Used by more radio stations than all other continuity services combined. Most economically priced. Write for FREE SAMPLE today.

• • •

The National Research Bureau, Inc. Chicago 10, Ill.

"A Clearing House of Tested and Successful Ideas."

News

CLETE ROBERTS, director of public affairs for KMPC Hollywood, has been awarded War Department Certificate of Appreciation for his activities as radio war correspondent.

LISA SERGIO, news commentator, formerly head of WQXR New York and ABC, returns to air March 3 on WOV New York. She will be heard Mon. through Fri. 11-11:15 p.m.

COLTON G. MORRIS, director of special events at WBZ Boston, has received citation from General A. A. Vandegrift, commandant of USMC, through Boston recruiting office, "in grateful appreciation for cooperation extended toward successful completion of corps post-war recruiting program."

WALT LOCHMAN, sports director of KCMO Kansas City, is in Hollywood for two weeks.

IRVING MARDER has resigned from newsroom of WCAU Philadelphia.

CARL CHRISTOPHER, agricultural director of KSFO, San Francisco, has been appointed to serve on agricultural committee of San Francisco Chamber of Commerce for 1947.

ROYAL BROUGHAM, sports editor of Seattle Post-Intelligencer, has been appointed sports advisor for KOMO, that city.

GENE CLAUSSEN, former newscaster at WMT Cedar Rapids, Iowa, has joined news staff of KMOX St. Louis.

MARK AUSTAD, news analyst at WWDC Washington, has completed documentary film of "Balanced Farming" for Dept. of Agriculture in cooperation with U. of Missouri and Sears Roebuck Foundation. Film is expected to be released through commercial theatres.

BOB GARRED, CBS Hollywood newscaster, is the father of a girl.

HENRY SCHACHT, farm editor at KPO San Francisco, has been appointed to citizen's committee which is helping plan first annual Grand National Junior Livestock Exposition to be held March 29 to April 3.

Smallest Radio

PRODUCTION of a midget radio, said to be the smallest yet offered to the trade, has beeen announced by Sentinel Radio Corp. Set measures four inches in height, four inches wide and eight inches long. It has five tubes and can be plugged in to AC or DC current, or operated with a battery, Ernest Alschuler, president of Sentinel, said. The new radio will be the smallest of three lines soon to reach the retail trade, Mr. Alschuler added. Production is under way at Sentinel's Evanston, Ill., plant.

Former WJOL Owner Seeking Priority For License If FCC Denies Renewal

WHETHER a previous owner has priority to a station license in the event renewal is denied to the present operator—that is the question posed in effect in a unique application reported by FCC.

The applicant, Albert J. Felman, one-time owner of WCLS (now WJOL) Joliet, Ill., seeks transfer of control of WJOL from Joliet Broadcasting Co. to himself, contingent on renewal of license being denied the present licensee. Joliet Broadcasting, however, is not a party to the Felman application, which in some quarters was expected to be returned by FCC as being "incomplete."

The renewal hearing of WJOL has been ordered reopened by the Commission [BROADCASTING, Feb. 3] "to obtain detailed information regarding programs broadcast and to be broadcast . . . dealing with horse racing and gambling, with particular reference to complaints of the chief of police and other citizens of Joliet." As a result of previous hearing concerning a time-lease contract held by Mr. Felman with WJOL since 1932, the Commission had proposed to deny license renewal of the station [BROADCASTING, Nov. 25, 1946].

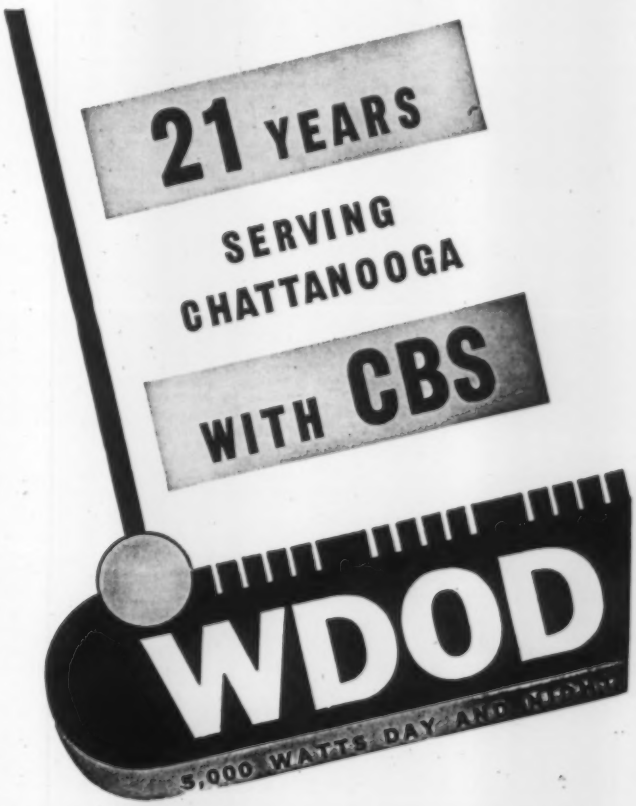
In his application Mr. Felman reviewed his association with the station, citing terms of purchase in 1932 by which he gave up ownership for a cash consideration plus the now disputed time lease. The broadcast periods covered by the pact have been used to advertise the Broadway Store, department store operated by Mr. Felman. The applicant claimed that the time lease had constituted the major portion of the consideration in his sale of the station, and that therefor if the renewal is not granted the license should be transferred to him.

The application asked, in event a transfer would not be "deemed the suitable legal method of accomplishing this objective," that the license instead be issued to him by the Commission if the WJOL renewal is denied.

Concerning the horse race information broadcast by WJOL and in response to a letter from the chief of police, the WJOL manager, Robert L. Bowles, in written reply had stated that such information "is nothing more than may be obtained with the access to any daily newspaper, or through similar broadcasts by Chicago stations."

Jolson Signs

WILLIAM MORRIS AGENCY, New York, has signed Al Jolson to an exclusive radio authorization for a period of six months. The agency is currently negotiating for a fall radio series for the star.



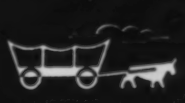
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director



Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Featuring FM quality, low noise level, and compact construction, the Langevin 111 series, dual pre-amplifier consists of two individual, two stage amplifiers on the same chassis. With a fixed gain of 47 db, this amplifier has an output level of +16 DBM. The output noise is equivalent to an input signal of —124 DBM over a band width of 20,000 cycles. This amplifier is available with input impedance 30,250, or 600 Ohms; output impedance 600 Ohms. Later models provide 150 and 600 Ohms in both input and output coils.

A complete data sheet can be obtained by writing to Dept. D-1

The Langevin Company

INCORPORATED

NEW YORK 37 W 65 St 23 • SAN FRANCISCO 1050 Howard St 3 • LOS ANGELES 1000 N Seward St 38

PRE-AMPLIFIER BY *Langevin*

ACTIONS OF THE FCC

FEBRUARY 21 TO FEBRUARY 27

(LS-local sunset DA-directional antenna ST-studio-transmitter ERP-effective radiated power)

Feb. 21 Decisions . . .

BY COMMISSION EN BANC

AM—1190 kc

Santa Monica Bcstg. Co., Santa Monica, Calif.—Denied petition for review of action of motions Commissioner Feb. 7, denying Santa Monica petition for leave to amend application so as to specify full time operation on 1190 kc, with 1 kw power, DA night (instead of daytime only operation) and to make other changes; and affirmed action of said motions Commissioner.

AM—850 kc

Vulcan Bcstg. Co., Birmingham, Ala.—Denied petition requesting that its application for new station on 1490 kc, 250 w, unlimited, be designated for hearing in consolidated proceeding with application of Johnston Bcstg. Co. and WTNB, both requesting 850 kc at Birmingham (Vulcan application is contingent upon grant of WTNB).

AM—1460 kc

KORE Eugene, Ore.—Granted petition for leave to amend application so as to change from 1280 kc 1 kw daytime only to 1460 kc 1 kw unlimited, DA; accepted said amendment and removed amended application from hearing docket.

Removed From Docket

Eugene Broadcasters, Eugene, Ore.—On Commission's own motion, removed from hearing docket application for new station.

Petition Denied

Scenic City Bcstg. Co., Middletown, R. I.—Adopted decision and order denying petition insofar as it requested reconsideration and setting aside of grant to Rhode Island Bcstg. Co. for new station at Providence and to designate it for hearing in consolidated proceeding with petitioner's application for new station; granted supplement to petition insofar as it prays, in alternative, that permit issued to Rhode Island Bcstg. Co. be modified by expressly subjecting operation of said applicant to such interference as it may receive from operation of station proposed by petitioner's application; and modified action of Oct. 3, 1946, granting application of Rhode Island Bcstg. Co. so as to make it subject to above provision, in event Scenic application is granted.

Modifications of CPs

KRDO Colorado Springs, Col.—Granted application for modification of CP specifying transmitter and studio locations on condition that KRDO will satisfy all legitimate complaints due to blanketing; denied petition of KVOR same city to designate same for hearing.

KDEK San Bernardino, Calif.—Granted modification of CP to show new transmitter and transmitter location, subject to condition that applicant will satisfy all reasonable complaints of residents within the 250 mv/m contours due to excessive signal strength.

KSMO San Mateo, Calif.—Granted modification of CP to make changes in antenna system, change types of equipment and change transmitter location, subject to approval of site and antenna system by CAA.

WJQS Jackson, Miss.—Granted modification of CP to increase power from 100 to 250 w and make changes in transmitting equipment.

Modification of License

KWLC Decorah, Iowa—On Commission's own motion, removed from hearing docket and granted application for modification of license to specify hours of operation from 9:30 a.m. to 1:30 p.m. daily (CST).

AM—1240 kc

Telegraph Herald, Decorah, Iowa—Granted petition for leave to amend application to show new lease between applicant and Luther College (KWLC), for use by applicant, of Luther College's broadcast equipment and to supply additional information relative to arrangements between applicant and Luther College for share time operation proposed on 1240 kc, 250 w; accepted said amendments; removed from hearing docket and granted application for new station 1240 kc 250 w limited time (6 a.m. to 9:30 p.m. and 1:30 p.m. to 12 midnight).

AM—1240 kc

Spartanburg Radio Co., Spartanburg, S. C., and Pisgah Bcstg. Co., Brevard, N. C.—Designated for hearing applications of Spartanburg Radio Co. and Pisgah Bcstg. Co. for new stations at Spartanburg and Brevard, respectively, both seeking 1240 kc 250 w unlimited, to be heard in consolidated proceeding with applications of J. B. Fuqua, Greenville, S. C. and William M. Drace, Greer, S. C.

AM—1070 kc

Anderson Bcstg. Co. and Carolina Broadcasters, Anderson, S. C.—Designated for consolidated hearing applications of Anderson Bcstg. Co. and John J. Powell, tr/as Carolina Broadcasters, both requesting new stations 1070 kc 1 kw daytime.

AM—1010 kc

Central Bcstg., Independence, Kan., and Parsons Bcstg. Co., Parsons, Kan.—Designated for consolidated hearing applications of Central Bcstg. and Tom Potter, d/b as Parsons Bcstg. Co. for new stations at Independence and Parsons, respectively, both requesting 1010 kc 250 w daytime.

AM—550 kc

Dr. Francisco A. Marquez, Aguadilla, P. R., and Jacinto Sugranes, Ponce, P. R.—Designated for consolidated hearing applications of Dr. Francisco A. Marquez for new station at Aguadilla, P. R., on 550 kc 1 kw unlimited, and Jacinto Sugranes for new station at Ponce, P. R., on 550 kc 1 kw night 5 kw LS unlimited.

AM—1230 kc

W. W. Roark and Coleman Bcstg. Co., Coleman, Tex.—Designated for consolidated hearing applications for new stations, both requesting 1230 kc 250 w unlimited.

AM—1130 kc

Sky Bcstg. Service, Kansas City, Mo., and Leavenworth Bcstg. Co., Leavenworth, Kan.—Designated for consolidated hearing applications of Sky Bcstg. Service and Leavenworth Bcstg. Co. for new stations at Kansas City and Leavenworth, respectively, both seeking 1130 kc 1 kw daytime.

AM—1440 kc

Piedmont Bcstg. Co., Greenville, S. C., and Harold H. Thoms, Spartanburg, S. C.—Designated for hearing applications of Piedmont Broadcasting Co. for new station at Greenvile, S. C. on 1440 kc 500 w unlimited DA night and Harold H. Thoms for new station at Spartanburg, S. C. on 1440 kc 1 kw unlimited DA, to be heard in consolidated proceeding.

AM—1230 kc

San Joaquin Broadcasters, Fresno, Calif., and Public Interest Broadcasters, Madera, Calif.—Designated for consolidated hearing applications of San Joaquin Broadcasters for new station at Fresno on 1230 kc 100 w unlimited and Public Interest Broadcasters for new station at Madera on 1230 kc 250 w daytime.

AM—1280 kc

WBBZ Ponca City, Okla.—Designated for hearing application for CP to change from 1230 kc 250 w unlimited to 1280 kc 5 kw unlimited. KSOK and KSFT made parties to proceeding.

Petitions Denied

WHAS Louisville, Ky.—Denied petition for reconsideration and hearing on application of Oklahoma Agricultural and Mechanical College for new station at Stillwater, Okla.

WJR Detroit—Denied petition for reconsideration and hearing on application of Southeastern Bcstg. Co. for new station at Clanton, Ala.

WLW Cincinnati—Denied petition for reconsideration and hearing on application of Middle West Bcstg. Co. for new station at St. Paul.

WGN Chicago—Denied petition for reconsideration and hearing on application of Radio Virginia for new station at Richmond, Va.

AM—550 kc

KFMB and KLIK San Diego, Calif.—Designated for consolidated hearing applications of KFMB to change from 1450 kc 250 w unlimited to 550 kc 1 kw DA and KLIK to change from 740 kc 5 kw unlimited DA to 550 kc 5 kw unlimited.

(Continued on page 55)

28 FM Stations—

KALB-FM Alexandria, La.
KBUR-FM Burlington, Iowa
KERA Dallas, Texas
KGKB-FM Tyler, Texas
KJBS-FM San Francisco, Calif.
KMUS Muskogee, Okla.
KTFI-FM Twin Falls, Idaho
WAFM Birmingham, Ala.
WAGE-FM Syracuse, N. Y.
WBBB-FM Burlington, N. C.
WBCM-FM Bay City, Mich.
WBOX Louisville, Ky.
WESX-FM Salem, Mass.
WFMD-FM Frederick, Md.
WHCU-FM Ithaca, N. Y.
WINC-FM Winchester, Va.
WINX-FM Washington, D. C.
WKRG-FM Mobile, Ala.
WKY-FM Oklahoma City, Okla.
WMBR-FM Jacksonville, Fla.
WMCK-FM McKeesport, Pa.
WMGM New York, N. Y.
WNBF-FM Binghamton, N. Y.
WPLH-FM Huntington, W. Va.
WROV-FM Roanoke, Va.
WSAN-FM Allentown, Pa.
WTPS New Orleans, La.
WWDC-FM Washington, D. C.

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Western Electric

CLOVER-LEAF ANTENNAS

during 1946 . . . and more are on the way

FM stations in every section of the country are going for the *Clover-Leaf* in a big way. The 54A is available in power gains from 1.3 to 4.7 and has a 50 kw power handling capacity. When you need an FM broadcast antenna, ask your local Graybar Broadcast Representative for full details on the *Clover-Leaf*—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y. See it at the I.R.E. Radio Show, Grand Central Palace, New York, March 3rd-6th.

— QUALITY COUNTS —

FCC Actions

(Continued from page 54)

Decisions Cont.:

AM—1510 kc

Lake States Bcstg. Co., Milwaukee—Designated for hearing application for new station on 1510 kc 5 kw unlimited DA day and night; WAUK Waukesha, Wis., is made party to this proceeding; further ordered that petition filed by WAUK requesting that application of Lake States Bcstg. Co. be designated for hearing, be dismissed.

AM—710 kc

Pacific Foundation, Richmond, Calif.—Designated for hearing application for new station on 710 kc 1 kw daytime to be heard in consolidated proceeding with applications of Frank Andrews, Modesto, Calif. and Western Bcstg. Assoc., Modesto, Calif.

AM—1490 kc

Petaluma Broadcasters and Walter L. Read, Petaluma, Calif.—Designated for consolidated hearing applications of Petaluma Broadcasters and Walter L. Read, both requesting 1490 kc 250 w unlimited.

AM—1240 kc

Ishpeming Bcstg. Co., Ishpeming, Mich., and Gordon H. Brozek, Marquette, Mich.—Designated for hearing applications of Ishpeming Bcstg. Co. and Gordon H. Brozek for new stations at Ishpeming and Marquette, respectively, both seeking 1240 kc 250 w unlimited.

AM—1100 kc-1110 kc

Kewanee Bcstg. Co., Kewanee, Ill., and KNOX Bcstg. Co., Galesburg, Ill.—Designated for consolidated hearing application of Kewanee Bcstg. Co. for new station at Kewanee on 1100 kc 250 w day and KNOX Bcstg. Co. for new station at Galesburg on 1110 kc 1 kw daytime.

AM—1230 kc

W. W. Roark and Leonard B. Brown, Kerrville, Tex.—Designated for consolidated hearing applications of W. W. Roark and Leonard B. Brown for new stations on 1230 kc 250 w unlimited.

AM—1240 kc

Harry Willard Linder and Max H. Lavine, St. Cloud, Minn.—Designated for consolidated hearing applications of Harry Willard Linder and Max H. Lavine for new stations on 1240 kc 250 w unlimited.

AM—1490 kc

Alexandria Bcstg. Corp., and Alexandria Radio Corp., Alexandria, Minn.—Designated for consolidated hearing application of Alexandria Bcstg. Corp. and Alexandria Radio Corp. for new stations on 1490 kc 250 w unlimited.

AM—1770 kc

Robert E. Liverance and Cherokee Radio Co., Gaffney, S. C.—Designated for consolidated hearing applications of Robert E. Liverance and Cherokee Radio Co. for new stations on 1170 kc 250 w daytime.

License Renewal

WMLT Dublin, Ga.—Granted renewal of license for period ending Feb. 1, 1950.

Request Denied

KONO San Antonio, Tex.—Denied request for reconsideration and grant without hearing, in re application for renewal of license.

FM—STA Denied

Peoria Bcstg. Co., Peoria, Ill.—Denied application requesting special temporary authority to commence an interim FM operation Feb. 15 with 250 w transmitter and dipole antenna located 245 feet above street level.

By COMMISSIONER WAKEFIELD

Commission on its own motion continued hearing in Docket 8089 in re Amendments to Standards of Good Engineering Practice concerning Standard Broadcast Stations, presently scheduled for March 4 to March 7.

Mercer Bcstg. Co., Princeton, W. Va.—Granted petition to dismiss without prejudice application.

KSFO San Francisco—Granted petition for leave to intervene in consolidated hearing upon applications of Frank Andrews and Western Bcstg. Assoc.

KRRV Sherman, Tex.—Granted petition to dismiss without prejudice application.

Johnston Bcstg. Co., Birmingham, Ala.—Granted petition for leave to amend its application for CP so as to show revised program plans, etc.

Radio Bluefield Co., Bluefield, W. Va.—Granted petition for leave to amend its application for CP so as to show an amendment of Articles VI and X of partnership agreement filed with application.

KWAT Watertown, S. D.—Granted petition for leave to amend its application for CP so as to make certain minor nontechnical changes in its application.

WARC Inc., Rochester, N. Y.—Granted petition for leave to amend its application so as to specify 950 kc with 1 kw unlimited instead of 1600 kc 5 kw unlimited. Amendment was accepted and application as amended removed from hearing docket.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition for leave to amend its application so as to show resignation of two directors and election of four new directors, etc.

KYW Philadelphia—Dismissed as moot petition requesting indefinite continuance in hearing upon application presently scheduled.

KANS Wichita, Kans.—Granted petition requesting indefinite continuance in hearing upon its application presently scheduled March 7; hearing was continued without date until further order of Commission.

Miami Bcstg. Co., Miami, Okla.—Granted petition requesting removal from hearing docket of its application.

KJAN Bcstg. Co., Opelousas., La.—Granted petition insofar as it requests removal of application from hearing docket. Insofar as petition requests reconsideration and grant of application, it is dismissed.

Greater Dallas Bcstg. Service, Dallas, Tex.—Granted petition to dismiss without prejudice application.

Community Bcstg. Co., Fort Worth, Tex.—Commission on its own motion removed from hearing docket application.

Fred Jones Radiocasting and Television Co., Oklahoma City—Granted petition for continuance of consolidated hearing on its application and application of Midland Bcstg. Co.; hearing presently scheduled for March 3 was continued to April 2.

Federated Publications, Lansing, Mich., Saginaw Bcstg. Co., and Booth Radio Stations, Saginaw, Mich.—Granted joint petition for continuance of consolidated hearing presently scheduled Feb. 21 on respective applications and continued same to March 26.

By COMMISSIONER WALKER

Walmac Co., San Antonio, Tex.—Granted petition requesting admission of Al. M. Heck to Bar of Commission pro hoc vice for purpose of participating in consolidated hearing on applications of Walmac Co.

Feb. 24 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

The Connecticut Electronics Corp., Bridgeport, Conn.—CP for new standard station 740 kc, 1 kw, daytime—AMENDED to install DA and change transmitter location.

AM—1340 kc

Clearwater Radio Bcstrs., Clearwater, Fla.—CP for new standard station 1340 kc, 250 w, unlimited—AMENDED re change in directors and stockholders.

AM—1000 kc

Southland Bcstg. Corp., North Miami Beach, Fla.—CP for new standard station 1070 kc, 250 w, daytime—AMENDED to change frequency from 1070 to 1000 kc.

AM—1400 kc

KRLC Lewiston, Idaho—Modification of CP which authorized to change name of licensee, change frequency, increase power, install new transmitter and DA for night use and change transmitter location, for extension of commencement and completion dates.

AM—1050 kc

WDZ Tuscola, Ill.—CP to change transmitter and studio locations—AMENDED to specify new transmitter location.

AM—1520 kc

Lake Shore Bcstg. Co., Evanston, Ill.—CP for new standard station 1200 kc, 5 kw, daytime—AMENDED to change name of applicant from John Dawes Ames, Robert Francis Hurleigh and Nevin Paul Neilson, a partnership d/b as Lake Shore Bcstg. Co. to Lake Shore Bcstg. Co., to change frequency from 1200 kc to 1520 kc, install DA, change transmitter location and change studio location.

AM—1490 kc

Community Bcstg. Co., Oak Park, Ill.—CP for new standard station 1490 kc, 250 w, daytime.

AM—1130 kc

Des Moines Bcstg. Corp., Des Moines—CP for new standard station 1240 kc, 1 kw, DA unlimited—AMENDED to change frequency from 1240 to 1150 kc.

(Continued on page 56)

Experience is by industry achieved
And perfected by the swift course of time.
SHAKESPEARE

12 YEARS of EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

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Send us your original acetate recording for immediate processing . . . no delay . . . pressings shipped to destination immediately.

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COUSIN KATEY
says:

Dear Cousin:

Do you like my horse? I call him Bobby Feller 'cause he's always pitchin' . . . Yessir, Cousin, he's the kind of horse Fritz Snyder likes to rassle with. Didja' hear Mr. Gene Howe on Red Barber's CBS Sports Show last month? Bob Holleron, our sports expert, interviewed him during the national Wildlife Conservation Meeting here and did a swell job! Well spring's around the corner down here. The first violet made an appearance and blushed. I blushed right back. Speaking of violets, Violet Short, of our continuity department, has been up to Oklahoma City for the radio conference—then to New York for the N.A.B. Women Radio Directors Meeting. Cousin Rex Preis got back last month from the big cities where he saw Frank Silvernail, Dick Grahl, and Bob Kennett. Over in Chicago he had nice visits with George McGivern, Les Schroeder and others . . . Not to forget being with the THS crews in both towns. Fred Bennett, who does "Merry Go Round" each morning from 8:00 to 8:30 (a really swell participating show) calls himself a disc jockey. And I thought disc jockeys followed a plow! What a harrowing experience! Tell everyone we are sure airing those fine CBS and special KTSA shows to South Texas. Come and see us . . . Love and kisses . . .

Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS ls.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC

FCC Actions

(Continued from page 55)

Applications Cont.:

100 w to 1 kw, change type transmitter, install DA for day and night use and change transmitter location.

AM—730 kc

Goodland Bcstg. Co., Goodland, Kan.—CP for new standard station 730 kc, 1 kw, daytime.

AM—710 kc

KTBS Shreveport, La.—CP to increase power from 1 kw to 5 kw, install new transmitter and DA for day and night use, and change transmitter location—AMENDED to delete name of John C. McCormack as a partner in applicant partnership.

AM—860 kc

Citizens Bcstg. Co., North Adams, Mass.—CP for new standard station 940 kc, 250 w, daytime—AMENDED to change frequency from 940 to 860 kc.

AM—1300 kc

The Asher Bcstg. Service, Quincy, Mass.—CP for new standard station 910 kc, 1 kw, daytime—AMENDED to change frequency from 910 to 1300 kc, change type transmitter, change transmitter and studio locations and changes in directors, officers and stockholders.

AM—560 kc

Pynchon Bcstg. Co., Springfield, Mass.—CP for new standard station 560 kc, 5 kw DA, unlimited—AMENDED re change in directors, officers and stockholders.

AM—1180 kc

Vincent Lukas, Hamtramck, Mich.—CP for new standard station 1180 kc, 250 w and daytime.

AM—1400 kc

WMBC Macon, Miss.—Modification of CP as modified which authorized new standard station, for extension of completion date.

AM—570 kc

Radio Assoc., Biloxi, Miss.—CP for new standard station 570 kc, 1 kw, daytime.

AM—1230 kc

Scott County Bcstg. Co., Sikeston, Mo.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1490 kc

Reno Newspapers, Reno, Nev.—CP for new standard station 1450 kc, 250 w, unlimited—AMENDED to change from 1450 to 1490 kc.

AM—1230 kc

Strand Bcstg. Corp., Atlantic City—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1230 kc

Atlantic City Bcstg. Corp., Atlantic City—CP for new standard station 1400 kc, 250 w, unlimited—AMENDED to change frequency from 1400 to 1230 kc.

AM—1440 kc

John J. Laux, Niagara Falls, N. Y.—CP for new standard station 1080 kc, 1 kw, daytime—AMENDED to change from 1080 to 1440 kc.

AM—1210 kc

Anson Radio and Bcstg. Co., Wadesboro, N. C.—CP for new standard station 1400 kc, 250 w unlimited—AMENDED to change frequency from 1400 to 1210 kc, 250 w to 1 kw, hours from unlimited to daytime and change type of transmitter.

AM—1590 kc

WAKR Akron, Ohio—Modification of CP which authorized changes in DA for night use and make changes in ground system, for extension of completion date.

AM—1490 kc

East Liverpool Bcstg. Co., East Liverpool, Ohio—CP for new standard station 1490 kc, 250 w, unlimited (contingent on WWSW changing to 970 kc).

William H. Miller, Painesville, Ohio—CP for new standard station 1510 kc, 250 w, daytime.

AM—960 kc

The Wooster Republican Printing Co., Wooster, Ohio—CP for new standard station 1340 kc, 100 w, unlimited—AMENDED to change frequency from 1340 to 960 kc power from 100 to 500 w, hours from unlimited to daytime only; change type of transmitter and make changes in ground system.

AM—720 kc

Seminole Bcstg. Co., Weweka, Okla.—CP for new standard station 1490 kc, 250 w, unlimited—AMENDED to change frequency from 1490 to 720 kc, and hours from unlimited to daytime.

AM—1550 kc

WLOA Braddock, Pa.—Modification of CP as modified, which authorized new standard station, change type of transmitter.

AM—680 kc

WMPS Memphis, Tenn.—Modification of CP, as modified, which authorized change in frequency, increase in power, installation of new transmitter, and DA for night use and change transmitter location, for extension of completion date.

AM—1410 kc

Frank Mitchell Farris Jr., Nashville, Tenn.—CP for new standard station 870 kc, 1 kw, DA, daytime—AMENDED to delete amendment filed 12-26-46 and application reinstated on 1410 kc, 1 kw, DA, unlimited.

Application Returned:

AM—1340 kc

Rintoul & Yocum, Buffalo, N. Y.—CP for new standard station 1340 kc, 250 w unlimited. Returned Feb. 18 by request of attorney.

Feb. 25 Decisions . . .

BY THE COMMISSION

AM—STA Extended

WOKO Albany, N. Y.—Extended until April 1, 1947, special authorization for continued operation of station WOKO (Comr. Durr voting against extension).

Petition Denied

KMAC San Antonio, Tex.—Denied petition for reconsideration and grant of application for renewal of license of KMAC (Comr. Jett voting for grant).

AM—560 kc

KFDM Beaumont, Tex.—Granted supplemental petitions for reconsideration and grant of application of KFDM to increase power from 1 to 5 kw; install new transmitter and DA for night use and change transmitter location, operating on 560 kc; ordered said application removed from hearing docket and granted.

Record Reopened

WGKV Charleston, W. Va.—Directed that record in proceeding on application for renewal of license of WGKV and for transfer of control thereof be reopened and that matter be set down for further hearing on 30 days' notice; also designated for hearing in consolidation with these proceedings the additional pending application for transfer of control of licensee from Worth Kramer to Eugene K. Custer, et al.

Record Reopened

WCHS Charleston, W. Va.—Directed that record in proceeding on applications for renewal of license of WCHS be reopened and that further hearings be held in this matter on 30 days' notice; said hearing to be on same date as further hearing in proceedings on station WGKV.

BY THE SECRETARY

WRRF Washington, N. C.—Granted license to cover CP which authorized increase in power to 5 kw and installation of new transmitter.

WHKP Hendersonville, N. C.—Granted license to cover CP which authorized new station on 1450 kc 250 w unlimited and for change of studio location.

WACE Chicopee, Mass.—Granted license to cover CP which authorized new station on 730 kc 1 kw day and to specify studio location; conditions.

WHOB Gardner, Mass.—Granted license to cover CP which authorized new station on 1490 kc 250 w unlimited; conditions.

Alamo Bcstg. Co., Mobile, area of San Antonio, Tex.—Granted CP for new remote pickup station; frequencies subject to change in accordance with proceedings in Docket 6651.

WFIL-TV Philadelphia—Granted modification of CP for extension of commencement and completion dates to 3-18-47 and 9-18-47, respectively.

WCBP Charleston, S. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

KRAL Rawlins, Wyo.—Granted modification of CP which authorized new station, to make changes in vertical antenna and change transmitter and studio locations.

WKBZ Muskegon, Mich.—Granted CP to install new transmitter, make changes in antenna and change transmitter location.

KWSL Lake Charles, La.—Granted modification of CP which authorized new station, to make changes in vertical antenna, to change type of transmitter, and to change transmitter and studio locations.

WRJN Racine, Wis.—Granted CP to install new antenna to support mast for FM antenna.

WGTL Kannapolis, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations.

WMMT McMinnville, Tenn.—Granted modification of CP which authorized new station to make changes in antenna, to change type of transmitter, and to change transmitter location.

KYSM Mankato, Minn.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WQQW Washington, D. C.—Granted license to cover CP which authorized new station on 570 kc 500 w daytime.

KEEN San Jose, Calif.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, to change transmitter location, and to change studio location.

WCOP Boston, Mass.—Granted modification of CP for extension of completion date to 3-22-47.

WPIT Pittsburgh, Pa.—Granted modification of CP which authorized new station, to change type of transmitter and make changes in vertical antenna; conditions.

BY COMMISSIONER WALKER

KONO San Antonio, Tex.—Denied petition requesting 30-day continuance of hearing on application for renewal of license, presently scheduled March 4 at San Antonio.

Feb. 25 Applications . . .

ACCEPTED FOR FILING

AM—680 kc

Empire Bcstg. Co., Pomona, Calif.—CP for new standard station 680 kc, 1 kw daytime.

AM—960 kc

Riverside Bcstg. Co., Riverside, Calif.—CP for new standard station 960 kc, 1 kw daytime.

AM—600 kc

KFSD San Diego, Calif.—Modification of CP as modified, which authorized installation of new transmitter and directional antenna, increase in power and move transmitter, for extension of completion date.

AM—810 kc

KGO San Francisco—Modification of CP as modified, which authorized increase in power, install new transmitter and DA for day and night use and change transmitter location, for extension of completion date.

AM—1400 kc

Town Talk Bcstg. Co., Santa Paula, Calif.—CP for new standard station 1400 kc, 250 w unlimited.

AM—1450 kc

WENE Endicott, N. Y.—Modification of CP which authorized new standard station, for approval of antenna, to mount FM antenna on top of AM tower, for approval of transmitter location and change studio location.

AM—1340 kc

Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott, and Hardy C. Harvey, Austin, Tex.—CP for new standard station 1490 kc, 250 w unlimited—AMENDED: to change frequency from 1490 to 1340 kc.

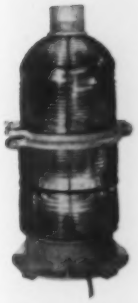
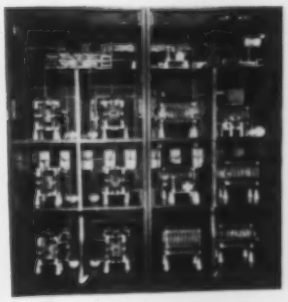
AM—1110 kc

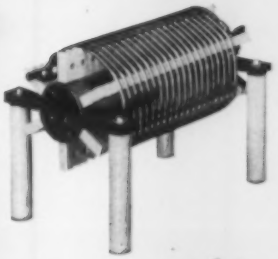
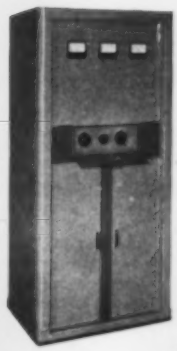
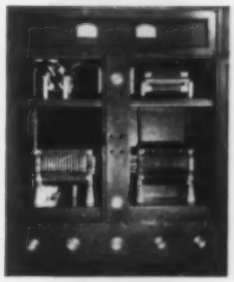
Brownwood Bcstg. Co., Brownwood, Tex.—CP for new standard station 1110 kc, 250 w daytime.

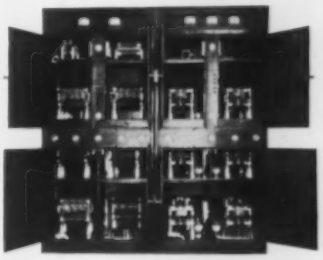
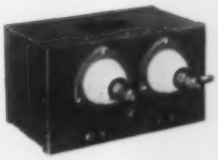
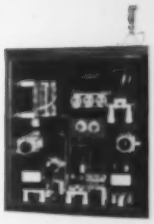
(Continued on page 60A)

"Those WFDF Flint ads sure build bills."

Andrew Co. begins its second decade of service to the broadcasting industry

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- Directional antenna equipment
- Antenna tuning units
- Tower lighting equipment
- Consulting engineering service

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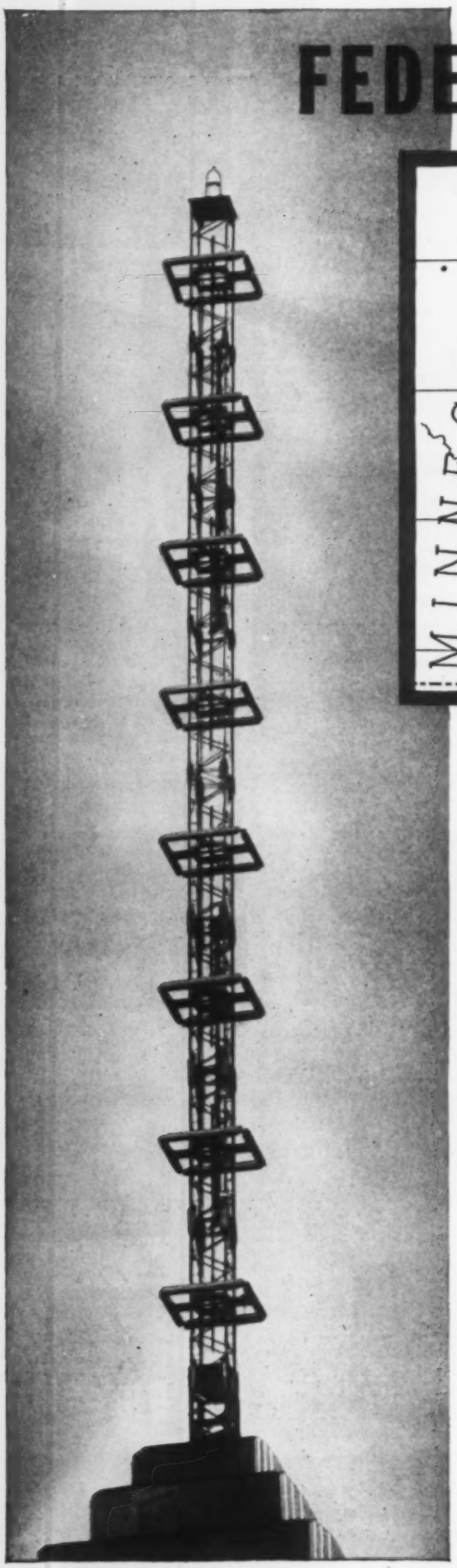
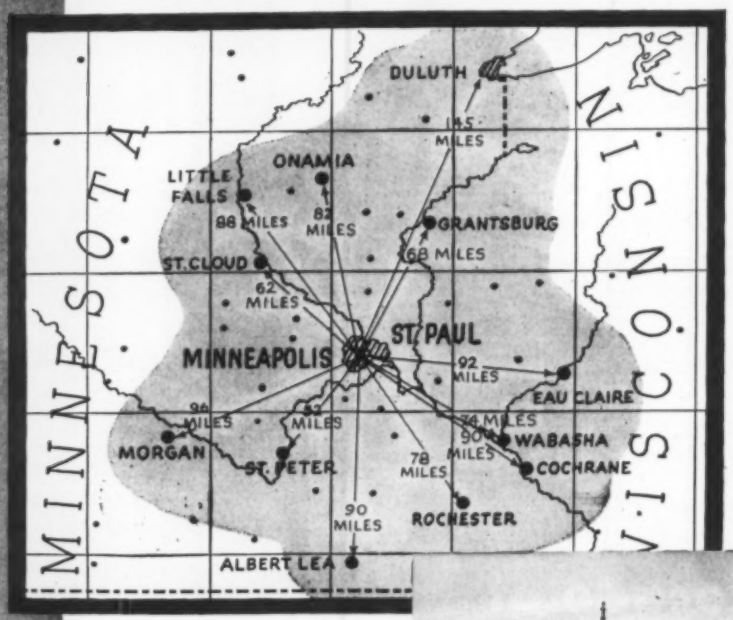
FEDERAL'S 8-ELEMENT





A survey of surrounding cities indicates a radiation pattern approximately as shown by the shaded area above. Listeners almost 150 miles away reported excellent volume and clarity of reception. The remarkable coverage is due to the power gain of Federal's Square-Loop Antenna. The clarity and tone quality is made possible by the exceptional fidelity and mean carrier stability of Federal's "Frequematic"* Modulator — an exclusive feature of every Federal FM transmitter.

*Trade Mark

Federal's 8-Element Square-Loop Antenna dominates the Minneapolis skyline from the top of the Foshay Tower — highest building in the Northwest. Ruggedly constructed to withstand heavy winds and icing loads, this 80-foot antenna has already proved its dependability in temperatures down to 22 degrees below zero!

Federal Telephone

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N.Y.C.

SQUARE-LOOP FM ANTENNA MAKES WORLD DEBUT!

WTCN-FM, Minneapolis, goes on the air with most efficient FM Antenna installed anywhere . . . boosts 3kw transmitter to 25kw . . . with coverage of 30,000 square miles

FEDERAL'S 8-Element Square-Loop Antenna made radio history with the opening of the Twin Cities FM station, WTCN — the first super-directive antenna of its type and power gain to be installed anywhere. It gives the 3kw Federal transmitter an effective radiated power of 25kw — providing excellent reception over an area of approximately 30,000 square miles. This makes WTCN the world's *most efficient* FM station—and, with an FCC permit for an output of 400kw, it will eventually be one of the country's *most powerful* stations, too. With Federal's high-gain antenna, this maximum rating of 400kw can be achieved with the installation of only a 50kw transmitter!

WTCN is among the FM stations with permits for the most powerful ratings in the country. Others are KWK, St. Louis, with 369kw — and WTMJ, Milwaukee, with 349kw. These three stations have *all* selected *FM by Federal!* And Federal can equip your new FM station, too — from microphone to antenna. Write today for complete information. Dept. B-309.

Station WTCN was officially opened by a gala inaugural program featuring the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting. With FM by Federal, listeners at home were enabled to hear this famous orchestra with the same brilliance and tonal color as the studio audience. Insert shows Mr. Mitropoulos and Governor Luther W. Youngdahl of Minnesota, at opening of ceremonies.

"Wonderful! Magnificent! A terrific step of progress." This was the comment of the famed conductor, Dimitri Mitropoulos, when he heard his own orchestra over an FM receiver, during an on-the-air rehearsal.

and Radio Corporation

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Hancock 4948

FCC Actions

(Continued from page 56)

Applications Cont.:

AM—1230 kc

Coleman Bcstg. Co., Coleman, Tex.—CP for new standard station 1230 kc, 250 w unlimited.

AM—1230 kc

KSIX Corpus Christi, Tex.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1430 kc

KDNT Denton, Tex.—License to cover CP which authorized changes in antenna and mount FM antenna on top of AM tower, and authority to determine operating power by direct measurement of antenna power.

AM—1540 kc

East-West Bcstg. Co., Fort Worth, Tex.—CP new standard station 1540 kc, 10 kw, DA unlimited—AMENDED: to change power from 10 kw to 5 kw, change type of transmitter, changes in DA for day and night use, change transmitter location and changes in stockholders.

AM—630 kc

KMAC San Antonio Tex.—CP to change frequency from 1240 to 630 kc, increase power from 250 w to 5 kw, install new transmitter and DA for day and night use, and change transmitter location—AMENDED: re changes in DA and change transmitter location.

AM—1530 kc

Rose Capital Bcstg. Co., Tyler, Tex.—CP for new standard station 940 kc, 250 w daytime—AMENDED: to change frequency from 940 to 1530 kc, power from 250 w to 1 kw and change type of transmitter.

AM—1590 kc

WLOW Norfolk, Va.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KSEM Moses Lake, Wash.—Modification of CP as modified, which authorized new standard station, for extension of commencement and completion dates.

AM—790 kc

KFIO Spokane, Wash.—CP to change from 1230 to 790 kc, increase power from 250 w to 5 kw, install new transmitter and DA for day and night use and to change transmitter location—AMENDED: re changes in DA for night use only instead of day and night use and change transmitter location.

AM—1400 kc

WBIZ Eau Claire, Wis.—CP for new standard station 1400 kc, 250 w unlimited—AMENDED: re stockholders.

AM—1230 kc

Marathon Bcstg. Co., Wausau, Wis.—CP for new standard station 1230 kc, 100 w unlimited.

AM—1030 kc

West Allis Bcstg. Co., West Allis, Wis.—CP for new standard station 1030 kc, 250 w daytime.

FM—Unassigned

Airtone Co., Long Beach, Calif.—CP for new (class A) FM station on frequency to be specified by chief engineer of FCC and ERP 250 w.

FM—Unassigned

News-Press Pub. Co., Santa Barbara, Calif.—Modification of CP which authorized new FM station, to change type of station to class A; specify frequency as "To be assigned by FCC" type of transmitter; ERP 380 w, transmitter site and antenna system.

Modification of CPs

WNLC-FM New London, Conn.—Modification of CP which authorized new FM station, to change commencement and completion dates.

WMGA-FM near Moultrie, Ga.—Modification of CP which authorized new FM station, to change commencement and completion dates.

Dublin Bcstg. Co., Dublin, Ga.—Modification of CP which authorized new FM station, to change name to Dublin Bcstg. Co.; specify frequency as channel 266, 101.1 mc, for as assigned by FCC; ERP 2.9 kw and specify antenna system.

WJIM-FM Lansing, Mich.—Modification of CP which authorized new FM station, to change type of transmitter and to make changes in antenna system.

WTCN-FM Minneapolis—Modification of CP as modified, which authorized new FM broadcast station, to change completion date.

KSTP-FM St. Paul, Minn.—Modification of CP which authorized new FM station to change type of transmitter; ERP to 546 kw, make changes in antenna system and change commencement and completion dates.

WJTN-FM Jamestown, N. Y.—Modification of CP which authorized new FM station, to change completion date.

WKAL-FM Rome, N. Y.—Modification of CP which authorized new FM station, to change type of station to class B; transmitter site; frequency to "To be assigned by FCC"; type of transmitter, ERP to 55.2 kw, commencement and completion dates.

FM—92.7 mc

Scripps-Howard Radio, Knoxville, Tenn.—CP for new (class B) FM station on channel 224, 92.7 mc—AMENDED: to change type of transmitter, ERP from 20 kw to 285 kw and make changes in antenna system.

Modifications of CPs

WHBP Reading, Pa.—Modification of CP which authorized new FM station, to change completion date.

WBRE-FM Wilkes-Barre, Pa.—Modification of CP which authorized new FM station, to change completion date.

WSM-FM Nashville, Tenn.—Modification of CP which authorized new FM station, to change completion date.

KTRN Wichita Falls, Tex.—Modification of CP which authorized new FM station, to change completion date.

TV—Change Site

Gus Zaharis, South Charleston, W. Va.—CP to change transmitter site of television station W8XGZ.

Modification of CP

WBEN-TV Buffalo, N. Y.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates

License Renewals

Gordon Gray, Winston-Salem, N. C.—License renewal of ST station W4XGG.

Midland Bcstg. Co., area of Kansas City—License renewals of remote pickup stations KEIT KEIS KAOH.

TENDERED FOR FILING
(Since Feb. 7)

AM—1400 kc

WBTM Danville, Va.—Modification of CP to install new transmitter, specify transmitter location and make changes

(Continued on page 61)

RCA TO PUT TV SETS ON MARKET AT L. A.

PLANS for putting "substantial quantities" of RCA television receivers on sale in Los Angeles early in March have been announced. Same pattern will be followed as in Detroit, Washington and St. Louis.

Campaign started with a series of dealer meetings Feb. 26 and 27 at the Ambassador Hotel, Los Angeles. These sessions, held in cooperation with Lee J. Meyberg Co., RCA Victor home instrument distributor in the area, are being followed by installation of sample receivers in the stores of franchised dealers.

The table models will be shown at the dealer meetings, at which RCA will also show dealers two console models, a direct viewing set including AM, FM and shortwave radio and a record player, and a large-screen projection set including AM, FM and shortwave. Company representatives to attend the meetings are: J. B. Elliott, vice president in charge of the Home Instrument Division; H. G. Baker, general sales manager; Dan Halpin, television receiver sales manager; J. C. Marden, promotion manager. Hal Maag, West Coast region manager of RCA Victor, is coordinating the program.

Fulton Lewis, jr.

available now* on WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BMI *Pin-up Sheet*

ANOTHER NIGHT LIKE THIS (Marks)

CAPITOL—Hal Derwin
THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
WORLD—Les Brown
MacGREGOR—Barclay Allen

BEST MAN, THE (Vanguard)

LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
" Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliot Lawrence
WORLD—Les Brown

EV'RYBODY LOVES MY BABY, MY BABY (Goode)

MacGREGOR—Music A La Carter
" Eddie Skrivanek
STANDARD—Joe Reichman
" Buzz Adlam
LANG-WORTH—Frankie Carle
" Blue Barron
CAPITOL—King Sisters

FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
" Barclay Allen
ASSOCIATED—Vic Damone

ILLUSION (Pemora)

LANG-WORTH—Chuck Foster
WORLD—Jose Morand
MacGREGOR—Barclay Allen

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

ASSOCIATED—George Towne
CAPITOL—Gene Krupa
MacGREGOR—Barclay Allen

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliot Lawrence
WORLD—Arthur Smith
THESAURUS—Jumpin' Jacks
MacGREGOR—Dick Peterson
LANG-WORTH—Chuck Foster

MISIRLOU (Colonial)

ASSOCIATED—Emery Deutsch
WORLD—Milt Herth
THESAURUS—Xavier Cugat
" Ted Steele
STANDAR—Carl Ravazza

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
THESAURUS—Novatime Trio

OPEN THE DOOR, RICHARD (Duchess)

CAPITOL—Jan Garber
WORLD—Charlie Spivak
STANDARD—Freddy Martin
MacGREGOR—Barclay Allen

RICKETY RICKSHAW MAN, THE (Peer)

LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
CAPITOL—Jan Garber
WORLD—Russ Morgan
THESAURUS—George Wright
STANDARD—Buzz Adlam

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliot Lawrence
" Ernie Fiorita
LANG-WORTH—Rhythm Five
THESAURUS—Novatime Trio
WORLD—Charlie Spivak
" Les Brown
STANDARD—Freddy Martin
" Dave Street
MacGREGOR—Barclay Allen

WHAT MORE CAN I ASK FOR? (London)

LANG-WORTH—Four Knights
STANDARD—Bob Crosby
" Buzz Adlam
WORLD—Nat Brandwynne
MacGREGOR—Eddie Skrivanek
ASSOCIATED—Jerry Sears
THESAURUS—Novatime Trio

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

PROMOTION

PROMOTIONAL campaign for WESC Greenville, S. C., new 5,000 w station to begin operation soon on 660 kc, includes ten-page letter being mailed to confectioners in area. Letter gives recipe of new "Six-Sixty Sundae" developed by station and offered at no cost to dealers. Ingredients of sundae, approximate cost of production, and suggested selling price are included, in addition to offer by station to furnish menu inserts, display material, sales material silk-screened on mirrors and spot announcements, at no cost, featuring "Six-Sixty Sundae." Letters will be followed by personal call of WESC salesmen to dealers interested in serving sundaes. Slogan of new station is "It's 660 in Dixie."

Champagne

BOTTLES of champagne have been distributed to radio editors in New York area by San Benito Co., New York (wines), co-sponsors of "The Fitzgeralds" program, Mon. through Fri. 6:45-7 p.m. on WJZ New York. Attached note, signed by J. V. Dumbra, president of wine company, explains that "Whether or not yours is a champagne taste 'The Fitzgeralds' program has something to suit every taste. . . ."

Free Decals

FREE decals are offered to listeners by Kraft Cheese Co. on its "El Corsario Negro" program over "Ondas Populares" Caracas, Venezuela. Pan American Broadcasting Co., New York, station representative, reports that more than 1,500 listeners responded the first day to offer, either by writing to or appearing at office of local Kraft distributors. Program is sponsored by Kraft three times weekly through J. Walter Thompson Co.

NBC Program Folder

ON SATURDAY night "cliff dwellers" and rural listeners pause to listen to "Grand Ole Opry," according to promotional folder being distributed by NBC. The cover, replica of pine board fence, bears poster advertising "Saturday—Grand Ole Opry." Program is sponsored by R. J. Reynolds Tobacco Co. and is heard on 145 NBC affiliated stations.

CKCW-Sponsor Promotion

PRIZES to promote continued daily "listenership" are being offered by sponsored programs on CKCW Moncton, N. B. Each day at a different time CKCW phones home of listener and offers to buy label of one of products advertised. Immediately prior to call, name of product is announced so that listeners must be tuned in to station to be eligible for prize, and must have some proof of purchase of sponsors product.

WCAE Brochure

TWO COLOR brochure titled "In Pittsburgh WCAE Is the Station that Sells" has been released by station to advertising agencies and clients. Brochure is subdivided into eight sections with emphasis placed on promotion and merchandising facilities and talent staffs available to clients. Facts about WCAE and Pittsburgh market are used on back cover.

Sports Awards

SERIES of outstanding player awards for Northeast Louisiana amateur athletics has been started as year-round project by "Sports Page of the Air," program heard on KNOE Monroe, La., Mon.-Fri. 6:15-6:30 p.m. Trophies will be awarded to outstanding high school baseball, basketball and football player selected by high school coaches at end of respective seasons. "Sports Page of the Air" also is sponsoring open amateur golf tournament, date to be announced later.

Joint Promotion

AS PART of plan to promote new "Jack Armstrong" movie serial, ABC, in cooperation with Gold Theatre, Chicago, distributed 3,000 photographs of Jack Armstrong to theatre patrons attending showing of serial, Feb. 21-22. ABC "Jack Armstrong," Mon. through Fri. 5:30 p.m. (CST), is sponsored by General Mills through Knox Reeves Adv., Minneapolis. Theatre is running trailer on screen and using lobby displays to remind patrons of ABC program.

Hit Song Survey

KOAD Omaha has developed hit song survey in conjunction with its Saturday afternoon record show, "Top Sellers." Best selling records of Omaha area are presented on show. Survey is based on quota system with information gathered from city's record dealers. Data are compiled each Friday morning and titles of ten best sellers are selected. Lists also are reported in Omaha World Herald's theatre column and in the Omaha Shopping News.

NBC Farm Booklet

RADIO and what it means to the farmer is theme of promotional pamphlet distributed by NBC. Booklet, cloaked in gray cover, contains fireside scene of farmer and his family listening to radio. Contents draw attention to fact that 162 independent radio stations affiliated with NBC schedule weather and market reports as daily service to agricultural listeners.

WCCO Radio Classes

CLASSES in broadcast technique commenced Feb. 24 when group of Minnesota's lawmakers met at WCCO Minneapolis-St. Paul, for first of three weekly classes. Legislators will be instructed in speech, microphone technique and in writing and timing of radio talks. Instructions are given by WCCO staff members.

FM Promotion

INCLUDED in promotional bulletin issued by Cedar Rapids Gazette is brief description of what FM is, how it eliminates static, interference, and fading and how it brings brilliant tone fidelity. KCRG Cedar Rapids, new FM station now under construction, is featured in discussion.

Sports Show Televised

VISITORS to Midwest Sports and Boat Show, held in Buffalo, N. Y., Feb. 22 to March 2, saw themselves on television via RCA Victor's mobile television studio, brought to event under auspices of WBEN that city. Both afternoon and evening shows were televised under direction of Edward J. Wegman, assistant program director of WBEN, and Joseph A. Jenkins, production chief of RCA Victor promotions department. Special platform was erected for television programs and mobile studio moved about picking up principal programs of interest during show.

Letters to Druggists

WOWO Fort Wayne, Ind., has issued promotion letter to 400 druggists in that area. Letter tells how national advertising can benefit druggists locally. Questionnaire card is enclosed containing questions on Grove Laboratories program "Reveille Roundup," heard Mon., Wed., and Fri. over WOWO.

Showmanship Brochure

BROCHURE on "Story of Chicago Showmanship" is being prepared by Jewell Radio Productions, Chicago, to be distributed to approximately 4,000 advertising agencies. Report will present in 80 pages pictorial review of successful Chicago productions and plans for Chicago's future as economical test market. Each network will be allowed four pages to present its story. Release is expected in about a month.

Windshield Scrapers

PROMOTION folder titled "Snowed—With Selling Problems?" is being distributed by WIBW Topeka, Kan. Blue folder, flecked with white snowflakes includes windshield scraper and emphasizes "for clearer vision on the road to greater Kansas sales, hire WIBW." Reply card is attached "for additional Kansas sales and additional windshield scrapers."

Promotion Contest

LIMERICK contest is being conducted by Union Pharmaceutical Co., Bloomfield, N. J. (Saraka), on ABC "Dorothy Dix" program. Twenty-five cash prizes, ranging from $150 to $5, to be awarded to winning listeners, and plaques to be awarded to three stations for best promotional job. Contest ends March 7. Agency is Abbott Kimball Co., N.Y.

FCC Actions

(Continued from page 60A)

Feb. 26 Decisions . . .

AM—630 kc

WSAV Savannah, Ga. and WTMA Charleston, S. C.—Announced proposed decision looking toward grant of WSAV application to change assignment from 1340 kc 250 w unlimited to 630 kc 5 kw DA night; conditions. At same time proposed to deny WTMA application to change assignment from 1250 to 1 kw unlimited to 630 kc 5 kw DA night.

Feb. 27 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KTRB Modesto, Calif.—Granted renewal of license for period ending Nov. 1, 1949.

License Extensions

KOMA Oklahoma City—Present license extended on temporary basis for 60 days.

WKBW Buffalo, N. Y.—Granted 60 day extension of licenses for operation of main and auxiliary trensmitters.

Licenses for following stations were extended upon temporary basis to May 1 for reasons indicated:

KFY (and aux.) Los Angeles—Pending consideration of information requested under Sec. 308(b) of Communications Act.

WJAG Norfolk, Neb.—Same.

WSOO Sault Ste. Marie, Mich.—Same.

KFJZ (and aux.) Fort Worth, Tex.—Same.

KOB Albuquerque, N. M.—Pending final action in Dockets 6584 and 6585.

WAIT Chicago—Pending study of possible violation of Sec. 310(b) of Communications Act.

Set for Hearing

Commission on Feb. 26 made public an order designating for consolidated hearing applications of Helen B. Shields, et al (transferors) and Stanley E. Hubbard (transferee) and I. A. O'Shaughnessy et al and Thomas Hamm Brewing Co. (transferees) for transfer of control of station KSTP St. Paul, Minn.; said hearing to be held before Commission en banc March 13 in Washington.

Assignment of CP

WJOR Bangor, Me.—Granted consent to assignment of CP of WJOR from Sidney Sloane, Lawrence Sloane, Stephen Velardi, partnership d/b as Bangor Bcstg. Service, to Bangor Bcstg. Service Inc., corporation controlled by these partners; monetary consideration is $27,000.

FM Antenna

WJAS WJAS-FM Pittsburgh—Granted application for CP to install an FM antenna on top of west tower of existing directional array.

FM Antenna

WHBC Canton, Ohio—Granted modification of CP to mount an FM antenna on top of north tower of directional array and to make changes in antenna; engineering conditions.

Motion Denied

Johnston Bcstg. Co., Birmingham, Ala.—Denied motion to strike filed by Johnston Bcstg. Co. requesting that application of Thomas N. Beach to change operating assignment of WTNB be dismissed with prejudice.

OUR EDITORIAL PROJECTS FOR 1947

1. *Improved financing for schools.*
2. *Development improved water supply.*
3. *Support for youth recreational center.*
4. *Establishment of city planning commission.*
5. *Improved program of public health.*

KFXJ

Serving Public Interest in Colorado for 21 Years
GRAND JUNCTION
920 KC 1000 WATTS

Request Granted

WLIB New York—Granted request filed by WLIB counsel for subpoena for appearance of Gwilym A. Price, president of Westinghouse Electric Corp., at consolidated hearing involving WLIB and WOWO (Comr. Jett voted for denial of request).

Petition Denied

George F. Meyer and Dairyland's Bcstg. Service, Medford, Wis.—Denied petition for waiver of Sec. 1.321 with respect to publication of terms of proposed assignment of license of WIGM.

FM Conditional Grants

KROW Oakland, Calif.—Removed from hearing docket and authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

Southern Broadcasters, Richmond, Va.—Authorized conditional FM grant for class B station subject to further review and approval of engineering details.

Springfield Bcstg. Co., Springfield, Mo.—Authorized conditional grant for class B station, subject to further review and approval of engineering details (Comr. Durr voting "No").

FM—Dismissals

Dunkirk Printing Co., Dunkirk, N. Y.—Granted request to dismiss without prejudice application for conditional grant of class A FM station.

Amalgamated Bcstg. System, Rochester, N. Y.—Granted request to dismiss without prejudice application for conditional grant of class B FM station.

Berks Bcstg. Co., Reading, Pa.—Granted petition to vacate and dismiss application for conditional grant of Class B FM station.

FM—CP Canceled

Lucian E. Kinn, Fostoria, Ohio—Granted authority to cancel CP for class B FM station.

WABF W2XMT New York City—Granted consent to transfer of control of Metropolitan Television, licensee of FM station WABF and experimental television station W2XMT, to Hirschmann Bcstg. Corp. Also granted consent to change corporate name from Hirschmann Bcstg. Corp. to Metropolitan Broadcasting and Television.

TV—Modification

WTVR Richmond, Va.—Granted modification of CP for new commercial television station, to change frequency from channel 3 to channel 6 (82-88 mc), make changes in antenna system, and for extension of commencement and completion dates.

FM Channel Change

KRFM Fresno, Calif.—Change frequency of FM station from channel 272 to 252.

BY THE COMMISSION

AM—1490 kc

Jackson Bcstg. Co., Hub City Bcstg. Co. and George Arthur Smith, Jackson, Tenn.—Announced proposed decision for grant of application of Jackson Bcstg. Co. for new standard station 1490 kc 250 w unl. At same time proposed to deny applications of Hub City Bcstg. Co. and George Arthur Smith seeking same facilities. Comr. Durr voted to grant Hub City application.

AM—1550 kc

Frank H. Ford and James A. Noe, Shreveport, La.—Announced final action granting application of Frank H. Ford for new station 1550 kc 1 kw day 500 w night DA night; conditions. Denied application of James A. Noe for new station seeking same frequency with 250 w unlimited.

Feb. 27 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

Ari-Ne-Mex Bcstg. Corp., Escondido, Calif.—CP for new standard station 1400 kc 250 w unlimited.

FM—Unassigned

Greater Erie Bcstg. Co., Buffalo, N. Y.—CP for new (class B) FM station on frequency to be assigned by FCC and ERP 19.7 kw.

AM—1150 kc

KRKD Los Angeles—Modification of license to change power from 2.5 kw day and 1 kw night to 2.5 kw day and night.

AM—1340 kc

The Windham Bcstg. Co., Willimantic, Conn.—CP for new standard station 1340 kc 250 w unlimited.

AM—1130 kc

Sun Coast Bcstg. Corp., Coral Gables, Fla.—CP for new standard station 1130 kc 1 kw daytime.

AM—1000 kc

Mary W. Martin, Ft. Lauderdale, Fla.—CP for new standard station 1000 kc 1 kw daytime.

AM—1220 kc

The La Salle County Bcstg. Co., La Salle, Ill.—CP for new standard station 1490 kc 250 w unlimited—AMENDED: to change frequency from 1490 to 1220 kc and hours of operation from unlimited to daytime.

AM—1300 kc

Raleigh M. Shaw, Lawrenceville, Ill.—CP for new standard station 1300 kc 1 kw daytime.

AM—1170 kc

Iowa City Bcstg. Co., Iowa City—CP for new standard station 1170 kc 250 w daytime.

AM—1320 kc

Black Hawk Bcstg. Co., Waterloo, Iowa—CP for new standard station 1320 kc 1 kw daytime.

AM—1360 kc

El Dorado Bcstg. Co., El Dorado, Kan.—CP for new standard station 1360 kc 250 w daytime.

AM—1460 kc

Pellegrin & Smeby, Detroit—CP for new standard station 1460 kc 500 w daytime.

AM—1410 kc

Music Bcstg. Co., Grand Rapids, Mich.—CP for new standard station 1410 kc 1 kw daytime.

AM—1340 kc

WILS Lansing, Mich.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—790 kc

Community Bcstg. Co., Saginaw, Mich.—CP for new standard station 1400 kc 250 w unlimited (contingent on WSAM changing to 790 kc).

AM—1340 kc

Biloxi Bcstg. Assn., Biloxi, Miss.—CP for new standard station 1340 kc 250 w unlimited.

(Continued on page 62)

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FCC Actions

(*Continued from page 61*)

Applications Cont.:

AM—1340 kc

WJPR Greenville, Miss.—License to cover CP which authorized installation of a new transmitter.

AM—1450 kc

WHDL Allegany, N. Y.—License to cover CP which authorized installation of a new transmitter.

AM—1340 kc

Concord Bcstg. Corp., Niagara Falls, N. Y.—CP for new standard station 1340 kc 250 w unlimited (requests facilities of WEBR Buffalo, N. Y.; contingent upon WEBR being assigned 970 kc).

AM—1380 kc

WLOS Asheville, N. C.—Modification of CP which authorized new standard station, to mount FM antenna on top of AM tower and specify studio location.

AM—930 kc

T. Julian Skinner Jr., Charlotte, N. C. —CP for new standard station 930 kc 1 kw DA unlimited.

AM—970 kc

WICA Ashtabula, Ohio—Modification of CP which authorized increase in power, change in hours of operation, installation of new transmitter and DA for night use, for approval of DA for day and night use and change type of transmitter.

AM—1230 kc

WBPZ Lock Haven, Pa.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—730 kc

WHWL Nanticoke, Pa.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

Conroe Bcstg. Co., Conroe, Tex.—CP for new standard station 1450 kc, 100 w, unlimited.

AM—740 kc

Texas Star Bcstg. Co., Dallas, Tex.—CP for new standard station 740 kc, 10 kw, DA unlimited.

AM—870 kc

KCNC Fort Worth, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Tarrant Bcstg. Co., Fort Worth, Tex. —CP for new FM station (metropolitan) on frequency to be determined by chief engineer of FCC—AMENDED to change type of transmitter, transmitter location; make changes in antenna system and specify ERP as 45.6 kw.

FM Antenna

KGBS Harlingen, Tex.—Modification of CP as modified which authorized installation of a new vertical antenna with FM antenna mounted on top, for extension of completion date.

AM—630 kc

Western Washington Bcstg. Co., Puyallup, Wash.—CP for new standard station 630 kc, 250 w, daytime.

Application Returned:

AM—Remote Station

WFIG Sumter, S. C.—CP for new remote pickup station on 33.50 mc, 8 w, emission A3. Application returned re paragraph 25 (b) and wrong frequency.

Application Dismissed:

Transfer of Control

WSPA Spartanburg, S. C.—Voluntary transfer of control of licensee corporation from A. B. Taylor to Walter J. Brown (361 shares of capital stock—39.6%) (Dismissed at request of attorney.).

HEARINGS BEFORE FCC . . .

MARCH 3 10 A.M.

AM—Hearing

Standard Tobacco Co., Maysville, Ky. —CP 1240 kc 250 w unl.
Respondents: WINN WCPO.

AM—Hearing

Lee-Smith Bcstg. Co., Faribault, Minn. —CP 920 kc 1 kw DA unl.
Associated Bcstrs., Wadena, Minn.—Same.

MARCH 4 10 A.M.

AM—Further Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—CP 580 kc 5 kw unl. DA-DN.
The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.
WHP Harrisburg, Pa.—Same.
WARM Scranton, Pa.—CP 580 kc 5 kw unl. DA-DN.
WBAX Wilkes-Barre, Pa.—CP 590 kc 1 kw unl. DA-DN.
Hudson Valley Bcstg. Co., Albany, N. Y.—CP 590 kc 1 kw 5 kw unl. DA-2. Intervenor: CBS.

Renewal Hearing

KONO San Antonio, Tex.—License renewal; also for FM facilities. To be held before Comr. Walker in Room 527, Federal Bldg., San Antonio.

MARCH 5 10 A.M.

AM—Further Hearing

Springfield Bcstg. Co., Springfield, Mass.—CP 1490 kc 250 w unl.
Telecolor Corp., West Springfield, Mass.—Same.

MARCH 5-8 10 A.M.

AM—Hearing

KMAC San Antonio, Tex.—License renewal; also CP 630 kc 5 kw unl. DA-2.
Lester Lee May, San Antonio, Tex.—CP 630 kc 5 kw unl. DA-2.
To be held before Comr. Walker, Room 527, Federal Bldg., San Antonio.

MARCH 5 10 A. M.

Western Bcstg. Assn., Modesto, Calif. —CP 710 kc 1 kw D.
Frank Andrews, Modesto, Calif.—CP 730 kc 250 w D.
Pacific Foundation, Richmond, Calif. —CP 710 kc 250 w D.
Respondent: KPO; intervenors: KQW KSFO.

MARCH 6 10 A.M.

AM—Hearing

Oneonta Star, Oneonta, N. Y.—CP 1400 kc 250 w unl.
Respondent: WABY.

MARCH 6-7 10 A.M.

Montana Bcstg. and Television Corp., Missoula, Mont.—CP 1400 kc 250 w unl.
Missoula Radio Assn., Missoula, Mont. —Same.
To be held in Federal Court Room 234, Federal Bldg., Missoula.

MARCH 7 10 A.M.

Hearing and Oral Argument

Hearing and oral argument before Commission en banc in matter of Amendments to Standards of Good Engineering Practice Concerning Standard Broadcast Stations; to be held in Room 6121, FCC Hqtrs., Washington.

COVERS THE WHOLE RANGE OF RADIO ACTIVITIES

Information

IN THIS ISSUE:

The detailed news of broadcasting's fastest-moving developments is published in FM and TELEVISION. Some articles are for management, others for engineering. All are *must reading* for station executives.

Contributors in the current issue include FCC Chairman Charles Denny, Hugh Lavery of McCann-Erickson, consultant C. M. Jansky, Farnsworth's director of research Madison Cawein, and publisher Milton Sleeper, who details the latest FM Association activities. Don't miss this issue!

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Ruthrauff and Ryan Sued BY Associated Products

RUTHRAUFF & RYAN Advertising Co., Chicago, and its vice-president, Norman Phelps, were named as co-defendants in a suit for $350,000 filed Feb. 25 in U. S. Circuit Court.

Associated Products Co., Chicago, makers of Chen Yu nail polish and other cosmetics, filed the suit, charging the agency, which handled its account through 1946, had wrongly advised the firm to enter into a tie-in advertising campaign with the motion picture producers of "Duel In The Sun."

Because the film was not released last summer, as originally planned, the company said it lost an estimated $100,000 in profits on a special new shade of nail polish called "Sun Red."

Engineer Meet

ENGINEERING Committee of NAB will meet in Washington March 10 at the Mayflower Hotel, with Chairman Orrin Towner, WHAS Louisville, presiding. NAB has been without a head of its engineering department since last autumn when James L. Middlebrooks resigned to join ABC headquarters engineering staff in New York.

Combined Departments

THE PRESS, special events, public service and agricultural departments of KPO San Francisco have been combined into one overall unit, tentatively named public service and information department. John Thompson, formerly head of special events and public service division, has been named head of the new unit. He will be responsible for press and special events sections, with Henry Schacht remaining as director of agriculture broadcasts. According to John Ellwood, KPO general manager, the move was made for further efficiency and for economy reasons. Policy may be followed by other NBC-operated stations in the Western states.

Training School

RADIO SALES training school was conducted under auspices of Fred A. Palmer Co., Cincinnati, station management and operation consultants, Feb. 24-26 at Hotel Gibson, Cincinnati. Among the instructors were: Don Davis (below), president of WHB Kansas City, Mo., and (in upper picture) J. W. Knodel of Avery-Knodel Inc., Chicago (standing), and Kenneth Church, executive vp of WCKY Cincinnati. Morning general sessions were devoted to two 45-minute lectures by instructors, followed by 45-minute instructor sales demonstrations. Each afternoon the group attending the school divided into six small clinics for demonstrations of selling on assigned subjects. Each man attending was required to put on at least one sales demonstration, with a period of instructor and class criticism and discussion following.

FIRST public showing of Hogan Facsimile System, utilizing equipment made by General Electric Co. for participants in Broadcasters' Faximile Analysis, will be held March 10-22 in Miami under the auspices of the *Miami Herald*, whose AM station, WQAM, will be joined by FM affiliate later this year. Transmitted on scanning unit at left, copy is received on display type recorder on right on a continuous sheet of paper 9.5-inch wide, of which 8.2-inch is active copy reproduction, with a .75-inch margin on either side. Picture definition is 105 lines per inch; reproduction is at the rate of about 3.5-inch a minute, or four pages of 8x11-inch copy in a 15-minute broadcast. Same rate is obtainable on home recorders. Some 25 broadcasters, most of them newspaper affiliated, are BFA members, most of whom are expected to receive their equipment from GE in time to start fax broadcasting this fall.

New Y. M. C. A. Series

THE NATIONAL Council of Y.M.C.A.'s has issued a new series of six electrical transcriptions entitled "Broadened Horizons" to 500 of its local affiliates in the U. S. and Canada. The programs include dramatizations depicting the needs of youth in wartorn countries. Scripts were written by Irve Tunich, Morton Friedman and Max Erlich.

Video Shows Dropped

STANDARD BRANDS Inc., New York, is discontinuing after this week's broadcasts its two video programs on WNBT New York—*The Hour Glass*, which since May 9, 1946 has been on at 8-9 p. m. Thursdays, and *Dancing on Air*, which recently replaced *Face to Face* in the 8-8:15 Sunday evening spot which Standard Brands has sponsored since June 9, 1946. Agency is J. Walter Thompson Co., New York.

Knight

(*Continued from page 18*)

building and be connected with the WQAM-FM transmitter by a special telephone company toll line. This line must be equalized from 7 to 13 kc within a plus or minus 1 DB.

One receiver for monitoring purposes will be retained in the facsimile department along with the scanner. At first it is planned to place a limited number of receivers throughout the Miami area for demonstrations. Our plans for distribution of additional receivers are still in the formative stage.

Expect Advertising

At this time the FCC does not permit publication of advertising in facsimile editions, but we see no reason why this should deter our development work.

Facsimile presents a new challenge to newspaper publishers. It is a challenge that we are glad to accept. It is our aim to explore new techniques that will keep us in the forefront of the rapid strides being made in electronic development.

WTVR Given 82-88 mc

WTVR RICHMOND, the television outlet of Havens & Martin, licensee of AM station WMBG and holder of a construction permit for a new metropolitan FM station, last week was granted modification of CP to change frequency from channel 3 to channel 6, 82-88 mc. WTVR also was given an extension of its commencement and completion dates.

Tulsa U. FM Outlet

U. OF TULSA's FM station, KWGS, constructed through the generosity of W. G. Skelly, Oklahoma oil man and owner of KVOO Tulsa, went on the air last Wednesday. Mr. Skelly's initials serve as basis for the call letters. University plans to use the station in its comprehensive 4-year radio course. Engineers from KVOO set up the station and served as advisers in construction of the studios, which are of polycylindrical design.

WBBB FM on Air

WBBB Burlington, N. C., AM outlet of Alamance Broadcasting Co. whose FM affiliate has been operating on 101.3 mc with 1 kw since last October, expects to increase its FM operation to full 34 kw effective radiated power sometime in July. WBBB in BROADCASTING Feb. 24 was incorrectly listed as recipient of a Burlington conditional FM class A grant for 104.3 mc, 1 kw power. Recipient of that grant is Burlington-Graham Broadcasting Co., holder of construction permit for WFNS that city, new 1 kw daytime outlet on 1150 kc. WBBB is licensed for 1 kw daytime on 920 kc.

MAJOR LEAGUE baseball makes its bow in television with the Brooklyn Dodgers as stars. Sponsors who have signed for alternate coverage of 1947 home games are the Ford Motor Co. and General Foods Corp. Shown here, looking over contract are: (l to r) George Moskovics, commercial manager of WCBS-TV Springfield, Ill.; Howard M. Chapin; and Robert C. Williams, both of General Foods Television Committee. (Story page 16.)

Seidel Named

VIOLA WEINBERGER Co., New York, manufacturer of women's gloves, has appointed Seidel Adv. Agency, New York, to handle its advertising. Lanagane's, New York, manufacturers of decorative textiles, has also appointed the agency to service its advertising campaign.

U. S. ARMY RECRUITING PLANS SPOT CAMPAIGN

U. S. ARMY Recruiting through N. W. Ayer & Son, New York, will start a spot campaign on March 17 for two weeks on approximately 850 stations.

Some stations have refused to take the Army Recruiting announcements on a paid basis but are using the series of 13 spots as a public service feature. The figures on how many stations are carrying the campaign as a public service have not been compiled, according to an N. W. Ayer executive.

It was known that WWRL New York was one of the stations that rejected the commercial announcements but would use them as a public service feature. Edith Dick, station manager, said that "government announcements such as the proposed Army Recruiting announcements . . . are, we feel, of a public service nature and WWRL will continue, as in the past, to broadcast such announcements without cost as a public service."

Video Inauguration

INAUGURATION of Uruguay's president - elect, Tomas Berreta, March 1 was filmed by WCBS-TV New York, CBS television station. Films of the ceremony will be televized in the U. S. early in March.

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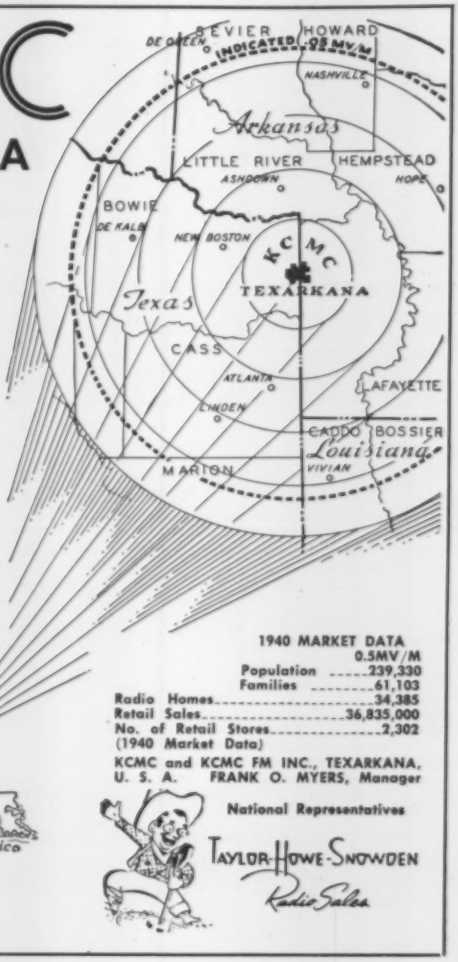

1940 MARKET DATA
0.5MV/M

Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

KCMC and KCMC FM INC., TEXARKANA, U. S. A. FRANK O. MYERS, Manager

National Representatives

TAYLOR-HOWE-SNOWDEN
Radio Sales

Duopoly

(*Continued from page 17*)

costs are so much higher proportionately to aural broadcasting." He asked that the television duopoly rule make a distinction between black-and-white and color operations, similar to the distinction between FM and AM.

Duke M. Patrick, appearing for Crosley Broadcasting Corp., said Mr. Sutton's reference to changing standards and the need for flexibility applied to television even more than to FM. The overlap of Crosley's television grants for Cincinnati and Columbus with its application for Dayton, he said, is "nominal."

Cites Need for Boosters

Horace L. Lohnes, speaking for the McClatchy stations in California, which have conditional FM grants for Bakersfield and Sacramento and are applying for Stockton and Modesto, said some overlap arises there because the only suitable site for an FM transmitter to serve one city is such that a one-millivolt signal is received in another. He also argued that the need for boosters in FM and television should not be overlooked, and noted that in many instances two relatively low-powered stations may be involved in duopoly while a single high-powered station is permitted to cover the service areas of both, and more.

Percy H. Russell Jr., representing Liberty Broadcasting Co., an FM applicant for Pittsburgh, and WTIC-FM Hartford, applicant for Bridgeport, referred to the variety of factors involved in overlap cases and expressed belief that no "simple rule" could be found. Each case, he said, should be determined on its own merits.

James A. McKenna Jr. said Copley Press, which has a Class B grant for Aurora and is applying for Class B at Elgin and Joliet, Ill., would ask that the grant and the applications be changed to specify Class A stations. Similarly, he said, Southern California Associated Newspapers will withdraw its Alhambra FM application and change its Glendale application from Class B to Class A, with plans for auxiliary studios at Alhambra. San Pedro Printing & Publishing Co., controlled by Southern California Associated Newspapers, will amend its San Pedro application to request Class A operations, he asserted.

He suggested that no duopoly question be raised in FM if the commonly owned stations' 1,000 microvolt contours do not overlap.

Mr. Segal spoke for WADC Akron, which lost a proposed decision for 50-kw operation on 1220 kc to WGAR Cleveland despite a substantial overlap which would exist between WGAR and its sister station, WJR Detroit. He argued that the question does not involve such factors as joint rates and separate markets, but that the "evil" is in allowing one interest two channels, out of a limited number, to reach a potential audience.

He said he was "not wedded to the 30% figure" for maximum permissible common ownership of overlapping stations and that perhaps FCC could arrive at a better one. Asked how he decided upon 30%, he said the figure is "more than a quarter and less than a third."

In response to another question he said that, although he had not considered this aspect fully, he thought the 30% rule "might well work" even if the stations were located in the same city.

Louis G. Caldwell, attorney for WGAR in the long WGAR-WADC fight for 1220 kc, replied that no set rule should or could be devised to give proper consideration to all factors involved, and that there are always "bound to be twilight areas."

William J. Dempsey said he did not favor "any more restrictive interpretations" of the rules than those made in the past. He appeared for Universal Broadcasting Co., FM applicant at Indianapolis; Metropolis Co., Jacksonville, Fla. FM permittee, and Sun Country Broadcasting Co., FM permittee at Tucson and Phoenix.

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FM Affiliate of Tulsa's KAKC Starts Operations

KAKC-FM Tulsa, owned by Public Radio Corp., went on the air Feb. 23 two months after its AM affiliate, KAKC (1 kw, 1570 mc), began operations [BROADCASTING, Jan. 13]. Sam E. Avey, president of the corporation, says KAKC is conducting a vigorous campaign to make Tulsa and the surrounding area FM conscious.

Collins equipment has been used, including the AM and FM transmitters and the studio equipment. Studios are located in Avey's Tulsa Coliseum.

Vice president and general manager of Public Radio is Glenn Condon, veteran radio personality.

Bargaining Ruling

COLLECTIVE bargaining agreements of two years' duration should not be disturbed by an election sought by an outside union, the National Labor Relations Board ruled last Friday in a decision in the case of Reed Roller Bit Co., Houston, Tex. (oil well drilling equipment). The Board dismissed a petition filed by Lodge No. 1303, International Assn. of Machinists (Ind.) for an election among the company's 2000 workers. Previously the NLRB policy was to the effect that contracts of more than one year's duration would not bar a collective bargaining election unless contracts of longer duration were customary in that particular industry.

HIGH C's must run in the Nimitz family. Freckles hits them, while his master, Adm. Chester W., rides them in his battle wagons. With Mrs. Nimitz accompanying him, and Dale Morgan, WOL Washington special events director as voice coach, Freckles sang Feb. 13 on the Ray Henle 12 noon show, and the Arthur Hale 7:30 p.m. show, both on Mutual.

NLRB ORDERS ELECTION AT GE SAN JOSE PLANT

ELECTION to determine whether employes of the General Electric Co. manufacturing plant at San Jose, Calif., wish to be represented by United Electrical, Radio and Machine Workers of America (CIO) has been ordered by the National Labor Relations Board. Order was issued last Monday, and the election is to be held within 30 days from that date.

Participating will be all production and maintenance employes at the San Jose plant, including warehouse employes, but excluding office clerical employes, technical employes and all supervisory employes.

Following a hearing held at San Francisco on Dec. 19, 1946, before Robert Tillman, hearing officer, the NLRB issued a finding to the effect that General Electric had refused to recognize the UERMWA as exclusive bargaining representative of the San Jose plant employes. NLRB said that General Electric's contention that the plant personnel was being increased and the group presently employed should not be permitted to select a bargaining agent for the larger group which will exist in June, 1947, was without merit.

FM Stations Linked

TWO previously independent northwestern Ohio FM stations—WFOB Fostoria and WFRO Fremont—now are linked in what may be the nucleus of an Ohio FM network, it was announced last week. WFOB is owned and operated by Lawrence Harry, WFRO by the Robert F. Wolfe Co. The stations are exchanging live local talent programs and public service features.

WOKO Makes New License Move

Plan to Effect Transfer In Control of Outlet Given to FCC

FIRST PHASE of its previously announced proposal to reorganize was effected last week by WOKO Albany N. Y., in filing with FCC an application for acquisition of control of WOKO Inc. by Raymond M. Curtis through surrender of voting stock held by Harold E. Smith, general manager, in exchange for non-voting stock. Purpose of the plan [BROADCASTING, Jan. 20] is to place the station in position to request a regular license, now that the Supreme Court has upheld the Commission's denial of the WOKO license renewal plea.

Last week the Commission granted WOKO its second special temporary authority for continued operation since the SCOTUS decision. It is effective until April 1. Commissioner Durr voted against extension.

The high court's decision reversed an earlier one handed down by the District Court of Appeals and sustained the FCC's no-renewal stand taken in view of the 12-year hidden ownership of a quarter interest by Sam Pickard, ex-Radio Commissioner and onetime CBS vice president, and his aid in that act by Mr. Smith.

Taking from position of voice in corporate affairs those whose actions composed the basis for the FCC proceedings, the reorganization was outlined in the January petition to the Commission to amend its pending license renewal application and to grant it as a "second chance."

The transfer application states that Mr. Smith exchanges his 255 shares of common stock (33.55%) for an equal number of shares of non-voting stock. This reduces the 760 shares of common now outstanding to 505, thus placing Mr. Curtis in control since he continues to hold 255 shares. The Press Co., publisher of the Albany *Knickerbocker News*, holds the other 250 shares.

On Jan. 9 Mr. Pickard sold his 240 shares to WOKO Inc. for $108,000. This transaction was reported to FCC on a separate form.

Because of his competence in day-to-day operations, Mr. Smith would continue as general manager of WOKO, the applicant states. That WOKO has rendered valuable community service was brought out in the hearings and court proceedings—being a factor in the Court of Appeals reversal of the FCC decree—the petition indicated. Mr. Smith, however, is no longer an officer or director of the corporation. Newly elected secretary is Samuel Jacobs, assistant corporation counsel in the law department of the City of Albany. WOKO president and treasurer is Mr. Curtis, also an attorney. Vice president is Deuel Richardson.

Second phase of the effort to place WOKO in position to seek renewal of its license is in preparation by Dempsey & Koplovitz, Washington legal counsel. This will be an application for severance of ownership affiliation with WABY Albany, in accordance with the Commission's duopoly ban. Messrs. Smith and Curtis, as well as the Press Co., are stockholders in Adirondack Broadcasting Co., WABY licensee. As outlined in the January petition and affirmed in the WOKO transfer application, Messrs. Smith and Curtis will exchange their WABY stock with Press Co. for that which the latter holds in WOKO. In addition each would pay Press Co. $5,000.

The WABY stock is held as follows: Mr. Smith and Mr. Curtis, each 52.5 shares; Press Co., 95 shares. The 125 shares in WOKO which Mr. Smith receives in exchange also will be turned in for non-voting stock, the WOKO transfer request stated. WABY is operating on temporary license extension until April 1, pending solution of the Albany duopoly situation.

At the time of filing the January reorganization petition WOKO also requested increase of power from 1 kw day and 500 w night to 5 kw on 1460 kc. WABY is assigned 250 w on 1400 kc. There is pending an application of Van Curler Broadcasting Co. for 5 kw on WOKO's frequency should the latter be deleted.

Upcoming

March 3: NAB News Subcommittee, Program Executive Committee, New York.

March 3-6: IRE 1947 Convention, Hotel Commodore, Grand Central Palace, New York.

March 5: NAB Special AFRA Committee, Hotel Statler, Washington.

March 7: FCC Hearing re Amendments to standards of good engineering practice concerning standard stations.

March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.

March 10: NAB Engineering Executive Committee, Washington.

March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.

March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

March 24-26: National Conference on UNESCO, Philadelphia.

March 31: NAB Standards of Practice Committee, New York (tentative).

April 1-2: NAB Program Managers Executive Committee, New York (tentative).

April 14-16: NAB Area C Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.

April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.

April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.

May 3: New England Radio Engineering Meeting, sponsored by North Atlantic Region of Institute of Radio Engineers, Continental Hotel, Cambridge, Mass.

May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.

May 21-22: NAB Board of Directors, Washington.

Free Speech

(*Continued from page 15*)

the objective of the report. Labelled 'Procedural Proposals' and 'tentative definitions' this part of the report, while not promulgated as a rule or regulation, has been invoked by the Commission as though it were such a rule or regulation. A 'report' is not the proper administrative procedure to effect such serious and far-reaching changes in the requirements governing applications for broadcasting licenses and renewals."

Judge Miller indicated resentment at statements published elsewhere imputing to high NAB management officials a weakened Blue Book stand or approval of the FCC's report. He said the only statement he had ever made that "could have been so interpreted" was this: "If such a job needed to be done it should have been done by broadcasters and not by Government agencies."

KCKN Promotion Piece

PROMOTION piece issued by KCKN Kansas City stresses fact that station caters to city listeners. Action shot of basketball player and banner urging buyers to "Aim Your Selling Shots Where They Will Count" appears on front cover.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

There's no singing commercial in this script, but I am singing the praises of my High School Quiz League. Stations and sponsors tell me its format is the finest in the business! Out in Honolulu, the show brought competition among local high schools to a fever pitch when I produced it for Lewers & Cooke. Ah, but that's only 1/16 of my story, since there are 15 other sales-tested shows in my special presentation binder! But, see for yourself . . . invest 10 bucks and get my "Shows Geared for Selling" on a 2-week trial period basis. Stay tuned to this space!

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.

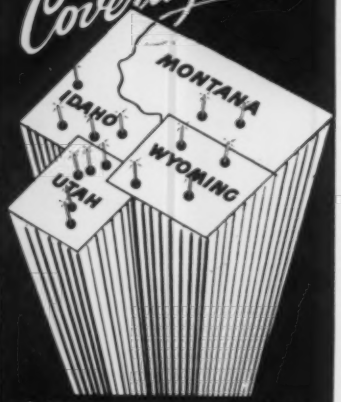
SHOWS GEARED FOR SELLING

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Concentrated Coverage of



15 HOME TOWN MARKETS

★

THE New INTERMOUNTAIN NETWORK

AVERY-KNODEL, Inc.
National Representatives

DOES THE JOB Alone

WOW
OMAHA

NBC*
590
5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

Congress-FCC

(*Continued from page 15*)

Denny has demonstrated he is willing to give," he concluded, "an investigation is not necessary, but there should be continued inquiry."

Chairman Wolverton has not decided whether he will establish a separate radio sub-committee. He told BROADCASTING that if time permits he would prefer to have the full committee sit on all hearings, "since ten of the committee members are new to the group and should have the chance to become acquainted with everything that is going on."

It was felt, however, that once the Interstate Committee's organization is well established there will be a move to set up sub-committees for special inquiries. Chairman Wolverton has already referred to Rep. Harris Ellsworth (R-Ore.) as the committee's "radio expert." Mr. Ellsworth owns KRNR Roseburg, Ore., and opposes what he terms the FCC's "drift" away from the intent of the Communications Act.

Satisfied With FCC

He told BROADCASTING that the committee had been "very well satisfied" with its introduction to the FCC "although that doesn't mean we always agreed with them."

There has been considerable pressure from both parties in the House for a special investigation of the FCC. Rep. Clarence Brown (R-Ohio) introduced a bill last month to set up a five-man commission to investigate all activities of Government agencies, including FCC [BROADCASTING, Jan. 13]. On the minority side, Rep. Eugene Cox (D-Ga.) told BROADCASTING "there should be an investigation of the FCC" but chances for Congress approving a select committee for this purpose are slim as long as the legislative calendar is so crowded.

Rep. Cox headed a select committee investigating the FCC in 1943 and 1944. His objections to the Commission are based primarily on disapproval of its personnel and the influence he feels former Chairman James L. Fly still exercises in Washington. A bitter feud between Chairman Fly and Mr. Cox had the effect of putting the select committee's investigation on a personal basis. Mr. Cox finally resigned from the committee on the urging of his friends, but has continued a keen interest in Commission activities.

The FCC is slated for one close examination in mid-March when the Independent Offices subcommittee opens hearings on Commission past spending and money requests for fiscal 1948 [BROADCASTING, Feb. 17].

Appearing before the committee with Mr. Denny were: Commissioners Paul A. Walker, Ray C. Wakefield, C. J. Durr, E. K. Jett, Rosel H. Hyde; Chief Engineer George R. Adair; Asst. to Chief Engineer Virgil R. Simpson; Asst. Chief Engineer (Chief, Broadcast Division) John A. Willoughby; Asst. Chief Engineer (Chief, Safety and Special Service Division) William N. Krebs; Asst. Chief Engineer (Chief, Common Carrier Division) Marion H. Woodward; Asst. Chief Engineer (Chief, Field and Research Division) George E. Sterling; Chief, Frequency Allocation Division, Paul D. Miles; Chief, Standard Broadcast Division, James E. Barr; Chief, Aviation Division, Edwin L. White; General Counsel Benedict P. Cottone; Asst. General Counsel Broadcast Division, Vernon L. Wilkinson; Asst. General Counsel, Safety and Special Services Division, Lester Spillane; Asst. General Counsel, Division of Litigation and Administration, Harry M. Plotkin; Asst. General Counsel, Common Carriers Division, Harold J. Cohen; Chief Accountant William J. Norfleet; Chief, Economic Branch, Dallas W. Smythe; Chief, Field Accounting Division, Morton Haven; Director of Budget and Planning William B. Robertson; T. J. Slowie, Secretary to the Chairman, and Kenneth Holl from the Chairman's office.

THROUGH ITS general manager, A. E. Joscelyn (center), WCCO, CBS-owned Minneapolis-St. Paul station, has offered its facilities to Minnesota's senators and representatives to report back to their constituents. Plans call for a weekly round table by the legislators to be transcribed at the Capitol in Washington for broadcast over WCCO. Teletype facilities from CBS Washington news bureau to WCCO will be utilized as part of news service for expression of legislative opinion on WCCO news shows. With Mr. Joscelyn are (l to r): Eric Sevareid, chief, CBS Washington news bureau; Sen. Edward J. Thye (R-Minn.); Congressman W. H. Judd (R-Minn.); Congressman George MacKinnon (R-Minn.).

Lighter, Livelier Format for Broadcasts To Russia in Effect With New Frequency

NEW FORMAT to "liven and lighten" Russian language edition of Voice of America, and a new frequency to help overcome atmospheric interference went into effect Thursday as a result of the State Dept's. experience over 10 days of broadcasting through the "iron curtain."

Assistant Secretary of State Benton told a news conference last Wednesday that the Department will welcome any and all suggestions which will make the Voice of America more effective in Russia.

The importance which the State Dept. is placing upon the Russian language programs was revealed by a constant stream of cables between U. S. Ambassador to Russia Lieut. Gen. W. Bedell Smith and Washington. On the basis of these cables the program has been altered considerably from the first aired on Feb. 17 [BROADCASTING, Feb. 17].

General Smith not only suggested more news and less history, but wider use of "anything but the more esoteric forms of jazz."

Mr. Benton said that although Russia has refused to post any notice of the American broadcasts there has been no attempt to in any way interfere with the program. He revealed that there are 13 countries besides the United States broadcasting to the USSR, including Great Britain, Ecuador, Chile and Yugoslavia.

Meanwhile, the Russians are beaming English language programs to reach American sets 27 hours, 20 minutes a week and one hour, 45 minutes weekly in Yiddish.

Power Boost for KFDM

A GRANT to KFDM Beaumont, Tex., to increase power from 1 to 5 kw on 560 kc was announced by FCC last Tuesday. The authorization was issued Feb. 22 upon a grant of supplemental petitions filed by KFDM asking the Commission to reconsider its action designating the application for hearing. The station will operate with a directional antenna at night.

Beaven Resigns

WITH resignation of Herb R. Beaven, partner of Davis & Beaven Adv., Los Angeles, agency, has changed name to Davis & Co. Offices continue at 523 W. Sixth St., according to Robert J. Davis, who simultaneously announced expansion and adding of three new firm partners. They are Joseph Sill Jr., radio and copy director; Ray Tibbitts, art director, and Elliott V. Bogert, account executive. Mr. Beaven has joined Ray Gage, who recently acquired Clarence B. Juneau Agencies and changed name to C. B. Juneau Inc., with new offices at 2412 W. Seventh St.

17 Final CPs, 3 Conditional Grants for FM Issued by FCC

SWELLING its roster of FM authorizations, FCC last week added three more grants to its list of conditional permits and issued 17 final construction permits. Of the latter, eight covered new facilities in lieu of previous authorizations. The Commission also approved three requests to withdraw FM applications and another, that of Lucian E. Kinn, to cancel a CP for a class B outlet in Fostoria, Ohio. Frequency of KRFM Fresno, Calif., also was changed to channel 252.

KROW, Oakland, Calif., application for a class B station was removed from hearing docket and granted conditionally, subject to further review and approval of engineering details.

Southern Broadcasters, Richmond, Va., owned by a Washington trio, likewise was given a conditional class B grant. President is Richard R. Hutcheson, operator of Washington Speech Academy. York L. Wilson, business consultant, is secretary, and William H. Brawley, on American U. faculty, is vice president. Owners will retain Washington residence but employ manager to operate outlet.

KGBX Springfield, Mo., was third conditional grantee, also for class B facilities.

Of those receiving final CPs all are identified with AM operations except three: Berkshire Broadcasting Corp., Danbury, Conn.; Advertisers Press Inc., Flint, Mich., and Champlain Valley Broadcasting Co., Albany, N. Y. Berkshire and Champlain, however, are AM applicants. Advertisers Press publishes the Flint *News-Advertiser*, Tuesday-Friday paper.

CP Authorizations

The following were authorized CPs, conditions. Power given is effective radiated power; antenna height is height above average terrain. AM affiliations are given in parentheses while FM call precedes name of permittee. Grants are:

The Berkshire Broadcasting Corp., Danbury, Conn.—Class A; 106.3 mc (No. 292); 220 w; 510 feet.

South Shore Broadcasting Corp. (WJOB), Hammond, Ind.—Class B; 92.1 mc (No. 221); 20 kw; 380 feet.

Advertisers Press Inc., Flint, Mich.—Class A; 104.3 mc (No. 282); 320 w; 250 feet.

Champlain Valley Broadcasting Corp., Albany, N. Y.—Class B; 94.9 mc (No. 235); 2.7 kw; 1,040 feet.

John W. Haigis (WHAI), Greenfield, Mass.—Class A; 104.3 mc (No. 282); 1,000 w; minus 465 feet.

Allentown Broadcasting Co. (WKAP), Allentown, Pa.—Class B; 95.9 mc (No. 238); 9 kw; 675 feet.

WWNY-FM, The Brockway Co. (WWNY), Watertown, N. Y.—Class B; 100.9 mc (No. 265); 14.4 kw, 520 feet (in lieu of previous conditions).

WMIB, Miners' Broadcasting Service (WPAM), Pottsville, Pa.—Class B; 98.3 mc (No. 252); 5.1 kw; 790 feet (in lieu of previous conditions).

WAJR-FM, W. Va. Radio Corp. (WAJR), Morgantown, W. Va.—Class A; 104.3 mc (No. 282); 1 kw; 2 feet. (In lieu of previous conditions).

WSYR-FM, Central N. Y. Broadcasting Corp. (WSYR), Syracuse, N. Y.—Class B; 93.5 mc (No. 228); 9 kw; 670 feet. ((In lieu of previous conditions).

WJR-FM, WJR, The Goodwill Station (WJR), Detroit, Mich.—Class B; 94.9 mc (No. 235); 24 kw; 480 feet. (In lieu of previous conditions).

WMUS-FM, Greater Muskegon Broadcasters (WMUS), Muskegon, Mich.—Class B; 99.1 mc (No. 256); 3.2 kw; 280 feet. (In lieu of previous conditions).

WTAG-FM, WTAG Inc. (WTAG), Worcester, Mass.—Class B; 102.7 mc (No. 274); 10 kw; 650 feet. (In lieu of previous conditions).

WIBG-FM, Seaboard Radio Broadcasting Corp. (WIBG), Philadelphia—Class B; 97.1 mc (No. 246); 17 kw; 530 feet. (In lieu of previous conditions).

WGTR, The Yankee Network (WAAB), Worcester, Mass.—Class B; 103.1 mc (No. 276); 6.5 kw; 770 feet.

WMNE, The Yankee Network (WMTW), Portland, Me.—Class B; 98.1 mc (No. 251); 23 kw; 3,850 feet.

WNBF-FM, Clark Assoc. (WNBF), Binghamton, N. Y.—Class B; 96.3 mc (No. 242); 12 kw; 590 feet.

Applications Withdrawn

Dunkirk Printing Co., Dunkirk, N. Y., was permitted to withdraw its application for conditional grant of a class A station. The same was accorded Amalgamated Broadcasting System, Rochester, N. Y., and Berks Broadcasting Co., Reading, Pa., for class B stations. Latter operates WEEU Reading and was recently purchased by Hawley Broadcasting Co., owned by *Eagle* and *Times* publishers. [BROADCASTING, Nov. 4, 1946]. The conditional CP had been included in the sales transaction.

The deletion of channel 272 in Fresno, Calif., for KFRM and granting in its stead channel 252 (98.3 mc) follows policy announced previous week by the Commission with respect to shuffling of certain tentative allocations in that state to permit added available facilities [BROADCASTING, Feb. 24].

FTC Is Asked to Probe Charges of Fulton Lewis

THE FEDERAL TRADE Commission has been asked to investigate statements made by Fulton Lewis Jr., commentator, on his MBS broadcasts in connection with cooperative business organizations. A petition was filed with the Commission last Wednesday by John Carson, director of the Washington office of The Cooperative League, USA, and of National Cooperatives Inc., requesting an investigation of Mr. Lewis' statements, which Mr. Carson charged were designed to defame, injure and perhaps destroy "honorable cooperative business organizations."

Mr. Carson declared there is a nation-wide conspiracy to inspire fear, hate and prejudice against cooperative organizations. He pointed out that FTC was established to compel fair business practices which "would serve the common good," that the Commission has condemned business organizations and their agents which defamed competitors' products, and that the Commission has been "justly severe in its condemnation of business men and their agents who use false statements to defame and injure and destroy honorable competitors."

ABC STATION PLANNING GROUP ELECTS CLIPP

ROGER W. CLIPP, general manager of WFIL Philadelphia, last week was elected chairman of the ABC Stations Planning and Advisory Committee at the quarterly meeting of the committee at ABC headquarters in New York.

Mr. Clipp

Three new members attended the committee meeting: Fred Weber, WDSU New Orleans; Frank C. Carman, KUTA Salt Lake, and Robert R. Feagin, WPDQ Jacksonville, Fla. Other committee members were J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City, Mo.; Harold Hough, KGKO Ft. Worth, and Jack Gross, KFMB San Diego.

ABC executives who attended were Edward J. Noble, chairman of the board; Mark Woods, president; Robert E. Kintner, executive vice president; E. R. Boroff, vice president, Central Division; Robert H. Hinckley, vice president; John H. Norton Jr., vice president, and Ernest Lee Jahncke, manager of the station relations department, Eastern Division.

KTRB Wins Renewal

LICENSE renewal was granted by FCC last week to KTRB Modesto, Calif., for the period ending Nov. 1, 1949. At the same time the Commission extended the license of KOMA Oklahoma City on temporary basis for a period of 60 days. Commission also extended the licenses of the following stations on temporary basis until May 1: KFI (and auxiliary) Los Angeles; WJAG Norfolk, Neb.; WSOO Sault Ste. Marie, Mich.; KFJZ (and auxiliary) Fort Worth, Tex.; KOB Albuquerque, N. M.; WAIT Chicago.

Transfer Granted

DISSOLUTION of its subsidiary firm, Metropolitan Television Inc., licensee of WABF (FM) and W2XMT (experimental television) New York, was granted Hirschman Broadcasting Corp. last week by FCC in authorizing transfer of control of those stations to the parent firm headed by Ira A. Hirschman. The former New York department store executive, who long had been active in radio as vice president and director of station relations of WABF and W2XMT, acquired the outlets last year from Abraham & Strauss and Bloomingdale Bros., department store firms, for $106,000 [BROADCASTING, Aug. 12, 1946]. FCC last week also granted consent for change of name by Hirschman Broadcasting Corp. to Metropolitan Broadcasting and Television Inc.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

WLW
700 ON YOUR DIAL

ONE BIG MARKET

SERVED BY

BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS

KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!

REPRESENTED BY
FREE & PETERS, INC.
Pioneer Radio Station Representatives

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

Hon. Hal Winters
Grant Advertising, Inc.
New York City

Dear Hal:

Ernie's packin' his bags, luggage that is . . . Ernie Saunders, our sports director, will soon be headin' for New York to bring the folks of southern West Virginia the play-by-play accounts of that great W. Va. University basketball team in Madison Square Garden. Yep, it looks like W. Va. U. is comin' through again. 'Course that ain't no surprise to me 'cause these here West Virginians always come through . . . take fr'instances the folks at WCHS, by cracky it seems like they don't give a hang about costs or work, just so they can give the folks down here in Southern West Virginia just what they want!

Yrs.
Algy

WCHS
Charleston, W. Va.

Neighbor Station Interference Slight

30-kc Separation Seems Adequate in First Experiments

EARLY REPORTS from the first tests of stations operating on only 30-kc separation in the "same city" indicate virtually no mutual interference and only occasional complaints from listeners.

This was the report received by BROADCASTING late last week from the Philadelphia - Camden area, where, FCC revealed, stations just 30-kc apart have been operating simultaneously since Feb. 5.

The tests are being conducted on Commission authority in preparation for the March 7 hearing on proposed AM standards relating to channel separation [BROADCASTING, Feb. 10]. Additional tests of 30-kc separation also were started in Washington, D. C., last week.

FCC Silent

Until the tests are nearer completion—they are due to run "at least until March 7," FCC said—Commission authorities were reluctant to discuss the findings thus far made. As yet, they said, there has been no detailed canvassing of the reports.

But spokesmen for WHAT and WTEL Philadelphia and WCAM Camden, which are conducting the 30-kc tests in that area, told BROADCASTING that the results thus far have been generally good. Officials of one station said they had received "no complaints whatsoever" from listeners, either in mail returns or in a special survey conducted by the station.

At one of the three stations, however, it was felt that the WCAM-WHAT-WTEL experiment is not a wholly "fair" test. Officials there conceded that the results thus far have been "in general all right," but believed that the showings would be more useful if WCAM operated with a vertical antenna.

WHAT and WTEL, which share time on 1340 kc, normally do not operate when WCAM, a share-time station on 1310 kc, is in operation. To make the test, FCC gave them experimental authorization to continue their share-time arrangement during WCAM's broadcast time.

WHAT operates with 100 w power, WTEL with 250 w, and WCAM with 500 w. The WCAM transmitter is about six miles from WHAT's and an estimated seven to eight miles from WTEL's.

Neighbors Undisturbed

At one station officials reported that listeners living only a short distance from the WCAM transmitter had reported reception of WHAT and WTEL transmissions on 1340 kc "with no interference," and that others in the vicinity of the WHAT or WTEL transmitters similarly reported no interference in picking up WCAM on 1310 kc.

At the station where the test was not considered a completely fair one, authorities said reports received from listeners "remote" from the 250-millivolt contour lines of the two stations indicated simultaneous broadcasts "are working fine," but that there have been few reports on reception at or near the 250-millivolt lines.

Whereas present Commission practice is against assignment of stations on less than 40-kc separation in the same city, a number of industry engineers requested that the Standards be changed to permit "same-city" operation on 30-kc separation if the stations' 250-millivolt contours do not overlap [BROADCASTING, Feb. 3].

In its announcement that tests are being conducted, FCC said there is "still some question in the mind of the Commission and some difference of opinion among engineers" regarding the question.

"There are problems separate from the ability of a receiver to discriminate between signals of two stations 30 kc apart which may involve interference when two such stations are in proximity to each other," FCC asserted.

The Washington experiment, started last Tuesday, was made through cooperation of WBCC Bethesda, Md., the Collins Radio Co. of Cedar Rapids, and Richard Eaton, permittee of WOOK Silver Spring, Md. In addition to its regular operation on 1120 kc, WBCC is temporarily operating a 1-kw transmitter on 1420 kc, three channels removed from 250-w WWDC Washington (1450 kc). WBCC's transmitter and WWDC's booster are about three to four miles apart.

It was understood that the early reports from this test included "some complaints," but officials declined to make any prediction of the outcome until the experiment is nearer completion.

FCC asked listeners to cooperate by submitting comments on reception of the two transmissions.

Eldean to Submit Plans For Set Promotion Drive

PROJECTED campaign to put a "Radio in Every Room" will be submitted March 25 to the Advertising Committee, Radio Manufacturers Assn., by Fred Eldean Org., appointed by RMA to conduct the drive. Committee will meet at the Hotel Roosevelt, New York.

NAB is cooperating with RMA in the set promotion project and will be represented at the meeting. RMA has budgeted $50,000, with the Eldean organization handling details of the merchandising campaign under Advertising Committee direction. Committee chairman is John S. Garceau, Farnsworth Television & Radio Corp.

Radio Commended

LOS ANGELES stations as well as networks won high praise from Mayor Fletcher Bowron for their handling of city's worst explosion in years. "Radio's swiftness in disaster was clearly demonstrated . . . when networks and independent stations cooperated to the fullest in airing informational bulletins of the police department and other civic agencies. From the largest to the smallest, each and every segment of the radio industry contributed no little to restoration of order in the face of a major disaster," the mayor declared.

To Increase Power

CJOC Lethbridge, Alta., has received its new 5-kw Canadian Marconi transmitter. Bob Reagh, chief engineer, expects station to be on the air with increased power soon.

New Studios

TWO new audience studios constructed by NBC Hollywood will be put into operation this month, according to Lewis S. Frost, assistant to network's western division vice president. Costing approximately $400,000, one will be available March 15 and second complete March 31, with acquisition of seats. Meanwhile latter studio will be available for rehearsals.

SELLS MORE Profitable

KFRE
FRESNO

ask Avery-Knodel

ROOMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

Close Sues Cowles, Warner for Libel

Asks for $200,000 Damages From WOL Broadcast

COWLES Broadcasting Co. and Albert L. Warner, news chief of Cowles' Washington station, WOL, last Thursday were served notice of a libel suit brought against them

Deputy U.S. Marshal Oscar Streine (l) serves subpoena to Col. Warner.

by Upton Close, former Mutual commentator. Mr. Close is asking $200,000 damages for "libelous publication" of a broadcast concerning the plaintiff given by Col. Warner March 6, 1946, and later printed in the *Congressional Record* and in numerous publications. Col. Warner's broadcast originated from WOL, a Mutual outlet.

The complaint prints the full text of the broadcast, in which Col. Warner analyzed Mr. Close's political leanings. He said that "He attacks not only our own Government, but Great Britain, Russia and France." After expanding that subject, citing specific instances of Mr. Close's alleged fascist beliefs, Col. Warner concluded his broadcast with: "Where you find greed, selfishness, and stupidity there you will find Upton Close . . ."

The broadcast was inserted in the *Congressional Record* on March 8, 1946, on request of Sen. Claude Pepper (D-Fla.) who finished his description of Col. Warner and the broadcast with ". . . which I think under the circumstances exhibits remarkable restraint on the part of Mr. Warner."

According to the complaint, the script was quoted in many newspapers, magazines, and pamphlets. "By reason of such publications," says the complaint, "plaintiff has been greatly injured and damaged in his professional reputation, has been brought into public odium and contempt . . ." Complaint alleges the broadcast caused several of Mr. Close's lectures and radio programs to be cancelled, in addition to having his text-books rejected in schools.

Attorney for Cowles and Col. Warner is John Harding, New York. Mr. Close's counsel is Nathan Boone Williams, Washington.

Radio-Press Agreement Assures Voice Broadcasts on Truman Caribbean Trip

AMICABLE SETTLEMENT of a dispute between press association and radio newsmen covering the White House was reported last Thursday with the establishment of the principle of voice broadcasts from craft in ocean-going presidential parties.

The dispute developed a fortnight ago in connection with plans for the President's trip to Caribbean waters next week. Newsmen covering the White House had protested voice transmission to Presidential Secretary Charles Ross, presumably on the ground this speedier mode of direct transmission would place them at a disadvantage on news coverage. Press associations customarily use radiotelegraph via code or teletypewriter.

For about ten days after the incident developed, it appeared that no voice transmission would be provided aboard the seaplane tender *Greenoch Bay* which will escort the presidential yacht *Williamsburg*. The Navy initially held it could not supply voice transmission and Secretary Ross was reported as being in no position to override the Navy.

Tests of one of the two TBL type transmitters aboard the *Greenoch Bay* developed that a 50-w voice signal could be emitted and that with transmission conditions in the Caribbean at their peak at this season, it was felt the voice transmission could be relayed via San Juan or Havana by the networks. The networks had requested substantially stronger facilities, an output of at least 500 w, but this proposal was rejected by the Navy on economic grounds.

Press to Use Facilities

Adjustment of the dispute developed after Washington representatives of the networks conferred with the bureau chiefs of AP, UP and INS. The latter said they would interpose no objection to voice transmission but desired the right of access to use these facilities. This was agreed to by the network representatives.

In completing the arrangements with Mr. Ross, it was agreed that the networks would assign an engineer to the *Greenoch Bay* to handle voice transmissions. Mr. Ross also proposed establishment of a committee of one radio correspondent, one press association representative and one special correspondent to control use of the voice transmissions. This condition likewise was accepted.

Participating in the deliberations during the last fortnight were F. M. Russell and William R. McAndrew for NBC; Earl H. Gammons and Eric Sevareid for CBS; Bryson Rash for ABC, and Charter Heslep for Mutual.

Network correspondents who will make the trip are Bjorn Bjornson, NBC; John Adams, CBS; Bryson Rash, ABC, and William Hillman, MBS. Walter Brester, CBS engineer, has been assigned to operate the voice transmitter for all networks.

Line Service Threatened; Strike Notices Are Filed

THREATENED suspension of service on lines used by broadcasters was seen in the announcement last Thursday that Labor Dept. records showed strike notices have been filed by five local unions of telephone workers, including the American Union of Telephone Workers. It is this union which represents the long lines division of American Telephone and Telegraph Co. If the threatened walkout occurred, news teletype printers and long distance calls would be similarly affected.

All five unions are affiliated with the National Federation of Telephone Workers (Ind.), which seeks a $12 weekly wage increase and other contract improvements in negotiations with AT&T, the Bell Telephone System, and other companies.

The National Federation has been authorized to call a strike on or after April 7 if contract demands are not settled by that time. Additional union affiliates are expected to file the necessary strike notices by March 7.

In Eastern North Carolina your product is sold when you use . . .

WRRF

Washington, North Carolina

930 KC • 5000 Watts

Now 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

WGKV, WCHS Cases to Be Reopened

Further Hearings for Two Charleston Stations Set for April 2

THE RECORDS in the long-pending cases involving renewal of license and transfer of control of WGKV Charleston, W. Va., and license renewal of WCHS, also at Charleston, were ordered by FCC last week to be reopened for further hearings on April 2.

The action was based on an affidavit filed by Worth H. Kramer, former controlling stockholder of WGKV, who asserted that the facts relating to his part interest in and part in the operation of the station "differ substantially from those reflected in the record" of the WGKV proceeding, FCC reported. Mr. Kramer said he was in the Navy and unaware of the hearing at the time it was held.

The WCHS renewal case, now being reopened for the second time, has not been consolidated with the WGKV proceedings. The original issues for both renewal hearings, however, specified "hidden ownership" questions, and the Commission in reopening the records stipulated that the further hearings involving both stations be held on the same date.

During hearings of the House Select Committee to Investigate the FCC, in 1943, a former secretary of John A. Kennedy, owner of WCHS, testified that Mr. Kennedy owned an interest in WGKV. In the WCHS renewal hearing in April 1945 Mr. Kennedy testified that he never had anything more than a desultory interest in WGKV and that he no longer had any connection whatsoever with the station. Further hearings were held in November 1945.

Transfer Applications

Two transfer applications are now involved in the WGKV hearing, by virtue of FCC's reopening the record. One, in which Mr. Kramer proposed to reduce his 51% interest to 40%, with E. R. Custer and R. M. Venable then holding 30% each, was filed in 1943. FCC later was asked for permission to amend to show Mr. Kramer selling his stock for $20,000 with Mr. Venable then owning 50% and Mr. Custer and Floyd E. Price 25% each. This application went into hearing with the station's renewal application.

Last spring an application was filed for consent to Messrs. Custer and Price's sale of their combined 50% interest to Mr. Venable for $100,000 [BROADCASTING, June 3]

In his affidavit, filed in connection with an application he has pending for a new 1-kw daytime station on 1300 kc at Daytona Beach, Mr. Kramer asserted that he acquired 51% of WGKV from W. A. Carroll in March 1942, paying $10,500 to Mr. Carroll, issuing a $12,000 note to Mr. Kennedy, and assuming obligations under another note to Mr. Kennedy which at that time amounted to $10,000.

When he sold his final 40% (in June 1944), he said, the $20,000 consideration included $9,500 still due on notes. He said, however, that he had no knowledge of any transfer of stock to Mr. Price.

He denied that he ever recommended "that any parties in interest remain anonymous in connection with ownership of stock in WGKV."

Mr. Kramer said that because of a lack of knowledge of FCC rules and "failure to receive adequate and proper advice from persons who had been employed as counsel," he did not make application for approval of the 1943 transfer of part of his stock to Messrs. Venable and Custer until FCC requested it. The affidavit, he explained, was filed to clarify his relationship with WGKV and establish "absence of culpability in connection therewith."

FCC's action directing that the WCHS and WGKV records be reopened was taken Feb. 6, one week after receipt of Mr. Kramer's affidavit, and was announced last Tuesday. The formal order was adopted Monday.

Experimental Grant

CONSENT was granted by FCC last week to the Virginia Department of Highways to operate an experimental class 2 portable station in the vicinity of Richmond in connection with the development and testing of speed meters. The application proposes to gather data relative to the speed of vehicles on various highways in order to formulate control regulations and techniques for sign placement, signal operation, parking and roadway design. The construction permit issued calls for 2670 and 2455 mc with 0.2 w on temporary basis only. FCC has not determined whether this type of operation will be recognized on a regular basis or that frequencies can be made available on regular basis.

NCCJ AWARD RECEIVED BY STANTON FOR CBS

FRANK STANTON, CBS president, speaking on a special broadcast on Feb. 22 during which he received, on behalf of CBS, the American Brotherhood award of the National Conference of Christians and Jews, declared, "We have always recognized as a primary responsibility the dedication of radio to national unity, understanding and harmony among all groups of American people."

The award, given annually for the best single network broadcast on human relations, was presented to CBS for its *Assignment Home* series this year, for the "Biggest Crime" drama. Presentation was made by Dr. Everett R. Clinchy, president of the NCCJ.

In accepting the award, Mr. Stanton said that "CBS conceived the *Assignment Home* series to illustrate dramatically the personal problems faced by veterans and civilians alike and to prepare ourselves, as a nation, to face the future boldly."

Radio Reflects U. S. Truly, Hudson Says

AMERICAN RADIO is a true reflection of its average listener's personality, according to Robert Hudson, CBS director of education.

Speaking before a large group of educators on Friday at the "Radio in Education" conference of the Missouri State Teachers Assn. Mr. Hudson stated, "If we examine American radio critically, we find it part and parcel of the society in which we live. It has a technical slickness about it, it is highly commercial, it is restless and in a hurry, it is willing to experiment and to try something new."

In line with this, he pointed out that the BBC, "whatever you may think of it, is inexorably British, and it will change only in step with fundamental changes in the British character." Admitting that "American radio is loud, occasionally vulgar, and often serious," he maintained, nevertheless "that it is still a fair reflection of America."

Commenting on audience participation, Mr. Hudson told the conference that the true audience show, in his opinion, "is not the one where questions are put to people in the studio, rather it is the program which challenges the attention of the listener and compels him to relate this experience to past experiences and to reexamine and perhaps to reformulate previously held opinions, conclusions or attitudes."

Record Entry List

OHIO STATE U. credited broadcasters concern with FCC Blue Book report and return of manpower and materials for record number of 500 local and regional station entries in public service awards competitions during forthcoming 11th annual Institute for Education by Radio May 2-5 in Columbus. Deadline was Feb. 1 and previous high was 406 at last year's institute. With 175 network entries, total list will be 675, according to Dr. Harrison B. Summers, acting director of the conference.

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
•
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

New Atlanta Outlet On Air at 1340 Kc

WBGE Operates 24 Hours Daily; Official Opening Today

WBGE (1340 kc, 250 w) went on the air on a 24-hours-a-day basis at Atanta last Saturday at 6 a. m., and the station's official opening and dedication is scheduled for today (Monday). Today's special

MIKE BENTON (l), president of General Broadcasting Co., licensee of Atlanta's new station, WBGE, and Maurice C. Coleman, WBGE's general manager.

events will include a buffet breakfast from 8-9 a. m. and a dinner party from 7-9 p. m. in the ballroom of the Georgian Terrace Hotel, Maurice C. Coleman, WBGE's general manager, announces.

WBGE studios are located in the Georgian Terrace, and the transmitter is at West Peachtree and Pine Sts., Atlanta. Station has a mobile truck fully equipped to handle remote broadcasts.

General Broadcasting Co. is licensee of WBGE, which is locally owned and operated. Mike Benton is president of the firm.

Jimmy Kirby, popular with Atlanta radio audiences, has returned to the air and is serving as WBGE's program director. Channing Cope, columnist, is conducting a daily program as farm editor. Jeanne McCord, known as "The Story Lady," is presenting a daily show designed for children under ten years old. The station also features a midnight to 6 a. m. "milkman's matinee" conducted by Larry Mellert.

WBGE is presenting news broadcasts every hour on the hour, with Ralph Ellis as newscaster. News is gathered by the WBGE staff, and the AP wire service also is used.

Station has made plans to broadcast all games of the Atlanta Crackers baseball team during the 1947 season. Ernie Harwell will handle these broadcasts. Another sportscaster featured over WBGE is Les Hendrickson.

Other WBGE personalities include Gordon Gill, who handles the *Alarm Clock Club* each morning, Ed Link, Army veteran, and Jack Dromey, ex-Navy pilot.

RCA's 1946 Net $10,985,053; NBC is .3% Off Figure for 1945

NET EARNINGS of RCA in 1946 amounted to $10,985,053, according to the company's annual report issued last Thursday by Brig. Gen. David Sarnoff, president. This was equivalent to 56.4 cents a share of common stock. The earnings in 1945 were $11,317,068 or 58.6 cents a share after payments of preferred dividends.

Total gross income from all sources amounted to $236,980,770, representing a decrease of 15.2% from 1945 income of $279,503,615. In 1945 the corporation was still engaged in filling substantial government orders.

Included in the RCA totals were an NBC contribution of $61,067,034. Since NBC makes public no financial statement of its own, these figures are considered to be at least a reflection of the network's income. In 1945, $61,270,570 was reported for NBC, representing a decrease this year of $203,536 or .3%.

RCA personnel numbered 39,361 as of Dec. 31, 1946. This represented an increase of 6,376 over last year. Relations were maintained with 37 separate labor unions, and various labor problems were solved without strikes.

Employes in the manufacturing division of RCA increased to a postwar high of 28,300 in December; 6,720 employes entered service during the war, and 3,493 of them have been reemployed. In addition, 4,171 new veterans have been hired.

Average increases of at least 17½ cents an hour were granted to the majority of hourly and salaried employes in the RCA Victor Division, the report said. In December average hourly earnings, excluding overtime were $1.08, an increase of 19.7% over 1945, and 60% over January, 1941. Hourly paid employes received an average of $47.41 in December, 27.7% over last year and 87% over January, 1941.

A table of financial results for the past 10 years showed annual averages of: $194,475,000 gross income; $21,975,000 net profit before federal income taxes; $12,416,000 federal income taxes; net profit after income taxes of $9,558,000. The profit before taxes represented an annual average over the 10 year-period of 11.3% of the gross income and an annual average of profit after taxes of 4.9%.

During the 10-year period dividends paid to stockholders amounted in total to $60,086,242. Of this, $32,376,346 was paid to preferred stockholders and $27,709,896 to common stockholders. The net worth of the corporation increased by $39,108,225 during the 10-year period and is now $101,876,817. The total earned surplus amounted to $54,099,043 on Dec. 31, 1946, an increase over last year of $5,060,916.

In spite of a decrease of $203,536 in the NBC contribution to RCA income, the network celebrated its 20th anniversary in 1946 by surpassing all previous years in its volume of commercial business, the RCA report stated.

Hits Proposal for News, Advertising Separation

SUGGESTION that news programs be completely separated from advertising, allowing them to use only adjacent spots, is as illogical as confining newspaper advertisers to space only on pages adjacent to news pages, according to E. R. Vadeboncoeur, WSYR Syracuse, chairman of the NAB News Committee.

Mr. Vadeboncoeur made the statement in a letter to Jack Gould, radio editor of the *New York Times*, which has advocated separation of advertising from newscasts. He reminded that "the entire, expensive, superb business and art of gathering, writing, printing and distributing newspapers is built upon and lives by the advertising dollar. He cited some examples of repugnant newspaper advertising in a highly-reputed New York State newspaper. "Until radio begins exhibiting that kind of fearfully bad taste, radio won't have to apologize for the way it handles its news and advertising," he concluded.

CBS Gets Award

AWARD of the National Garden Institute for outstanding network service on behalf of the gardening movement will be presented to CBS March 8 by the institute. Don Lerch, CBS agricultural director, will accept the award on behalf of the network from Paul C. Stark, head of the Dept. of Agriculture gardening program.

M. L. Wilson, director of the department's Extension Service, will present an award to the outstanding gardener of the United States.

Larkin Office

MARK LARKIN, formerly in charge of public relations and publicity for Duane Jones Co., New York, has opened his own office at 11 E. 45th St., New York 17, to serve advertising agencies which do not maintain their own public relations or publicity departments. Mr. Larkin said that in New York City alone there are 447 agencies without such facilities. For them, he will offer a combined service, packaged to include a service for clients, either with or without agency supervision. Following an extensive career in Hollywood, during which he organized and publicized a number of public service broadcasts for the Red Cross, American Legion and other organizations, Mr. Larkin served as radio publicity director of the Republican National Committee during the 1944 presidential campaign.

WHBQ
Won't Harry Be Quizzical?
MEMPHIS
Like everyone else he'll want to know how we can give so much coverage at low cost. This is sweet music for time buyers—get the facts today.
W. H. BEECUE
CALL
RAMBEAU
New York • Chicago • Hollywood

KFMB
sells
SAN
DIEGO

Leading local advertisers use KFMB to reach San Diego's important metropolitan market. YOU can trust the preference of these on-the-scene time buyers to know that in San Diego you need KFMB.

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Seller

Not a book . . . but a radio station with increased power! WLAW on 680 kc. is New England's BEST radio buy blanketing the vital market with 50,000 watts.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Jackson Co. Awarded Contested Grant for Tenn. Full-Timer

JACKSON Broadcasting Co., Jackson, Tenn., was named by FCC last week as recipient of a proposed grant for a new local station on 1490 kc, 250 w, unlimited time. The Commission proposed to deny two mutually exclusive applications for the same facilities in that city, filed by Hub City Broadcasting Co. and George Arthur Smith. Hearings were held last June.

At the same time the Commission announced its final decision in the Shreveport, La., case of competing applications for 1550 kc, granting the request of Frank H. Ford, local businessman, for 1 kw daytime and 500 w directionalized at night on that channel. In line with the proposed finding of Jan. 30, the decision also denied request of James A. Noe for 250 w fulltime on 1550 kc [BROADCASTING, Feb. 10]. Mr. Noe is operator of WNOE New Orleans and KNOE Monroe, La. Following the adoption of the proposed decision Mr. Noe notified the FCC of his waiver of right to file exceptions and to request oral argument. The Ford grant involves technical conditions.

In the Jackson triangle the Commission found that all applicants would serve approximately the same areas, that all are financially, legally and technically qualified, and that the program plans offered by each are acceptable. The Commission concluded that "In making a selection as is necessary here, we must consider the applicants themselves, their experiences and background, to determine which seems to be in the best position to provide a local radio service to the community."

Local Residents

To support its choice of Jackson Broadcasting Co. the Commission stated that the company is composed mostly of local residents, all except one of whom are substantial business and professional men, and all of whom are more interested in providing an answer to the community's radio needs than to seek a profit.

Therefore, the Commission felt that "there should be no danger of over-commercialization." It also expressed belief that because of the varied interests of the firm's members the station would more readily be operated in the general public interest rather than for "some possible private interests."

FCC noted that Hub City has only one local resident (since 1942) among its stockholders, although several have radio backgrounds. Hub City owners, the Commission said, "seem to have selected Jackson principally because it appeared to offer desirable commercial opportunities."

Of the other applicant, George Arthur Smith, a native of Jackson, the Commission stated that although Mr. Smith is a successful businessman the control of the station would be vested in a single person rather than several as in Jackson Broadcasting, and that Mr. Smith would be dividing his attentions with his other business interests and as Mayor of Jackson.

Comr. C. J. Durr preferred the Hub City application "because of the apparently greater integration of the management of its proposed station with the ownership thereof."

The ownership of the firm applicants follows:

Jackson Broadcasting Co.—Authorized capital 1,000 shares, common $100 par, 250 shares purchased. Glenn Dillon (20%, director), director First National Bank, other business interests; I. B. Tigrett (10%, director), president of Gulf, Mobile and Ohio Railroad Co. and Tennessee Bankers Assn.; W. Culver White (10%, vice president), attorney; Frank B. Caldwell (24%, secretary-treasurer), president Second National Bank; P. H. Russell (20%, president), 80%-owner Coca-Cola Bottling Co., vice president Independent Oil Mill; William Holland Jr. (4%, director), dry goods, clothing business; Belton C. Sullivan (12%, vice president and general manager), in charge of department store advertising of New York Daily News, was born and reared in Jackson. Certain of key personnel proposed were Jackson residents, now in radio.

Hub City Broadcasting Co.—Partnership composed of R. E. McCallum Jr., W. B. Davies, Mrs. George W. Hamilton and Fielding Atchley. Mr. McCallum moved to Jackson in 1942 to enter business with his father as cotton merchant Mr. Atchley is Chattanooga attorney, chairman of radio committee of Chattanooga Chamber of Commerce. Mr. Davies is Army lieutenant, former program director WBLJ Dalton, Ga. Mrs. Hamilton, resident of Dalton, is investor, wishing to aid two of partners which are her sons-in-law.

WHTN Selects Staff

WHTN, which expects to go on the air soon at Huntington, W. Va., as a 1 kw daytime outlet, is rounding out its staff, Mike Layman, general manager reports. Arnold Silvert is program director and Harold Sturm chief engineer. Two engineers added to the staff recently are Frank D. Reynolds and James Barnhart. Scottie McDonald is office secretary. The station, licensed to Greater Huntington Radio Corp., will be on 800 kc.

Benton Sees Radio As Peace Weapon

PEACE through "further and rapid development of mass communications" is one of mankind's great hopes, according to a statement given to BROADCASTING by Assistant Secretary of State William Benton.

Mr. Benton said that a "fellowship plan" proposed by the United Nations Educational, Scientific and Cultural Organization meeting in Paris last December, would help those nations poor in communications techniques acquire skill in the mass media—radio, press and motion pictures.

These skills, he said, "are not well distributed throughout the world. They are largely the monopoly of three or four nations."

He declared that a program has already been developed in England whereby technicians in the mass media from technologically backward countries are able to take training under British supervision. He added, "No definite plan has yet been developed in this country. When it is developed I am sure our communications industry will be eager to cooperate."

The fellowship plan is expected to receive further UNESCO attention at the national conference scheduled for March 24-26 in Philadelphia where sectional meetings will study programs for promoting international understanding through radio, schools, press, films and international cooperation by scholars and scientists.

WHWL Adds

TWO ADDITIONAL staff members have been announced by WHWL (730 kc, 1 kw daytime), which went on the air at Nanticoke, Pa., on Feb. 21 [BROADCASTING, Feb. 24] Ken Beghold is promotion manager and B. T. Marshall is chief engineer. Station is using AP and UP wire services, and has engaged Forjoe & Co. as national advertising representatives. Capitol and Standard Radio transcription libraries are being used. WHWL studios are at 38 E. Main St., Nanticoke.

NBC

in the Triple Cities
Binghamton • Johnson City • Endicott

It's Always a Good Bet
To Put your Money on the

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, National Representatives

Women Broadcasters Announce Program for 1947 Convention

ADVANCE registration for the annual convention of the Assn. of Women Broadcasters of NAB, to be held March 7-9 at the Hotel Roosevelt in New York, had passed the 150 mark the middle of last week. Theme for the convention will be "The Woman Broadcaster Looks Ahead."

Greetings from President Alma Kitchell, introduction of AWB officers, and a clinic on "Our Business of Broadcasting" will feature the morning session March 7. Afternoon session will be on the theme, "Radio Trends," and there will be addresses by Jean Rindlaub of BBDO, Jack Poppele, president of the Assn. of Television Broadcasters, and John Hogan of WQXR.

Complete program follows:

Pre-Convention, March 6

12:30 p.m.—Radio Executives Club, Hotel Roosevelt, "AWB Day," all AWB members invited. Tour for AWB members to United Nations, Lake Success.

Friday, March 7

Convention Theme: "The Woman Broadcaster Looks Ahead."

10 a.m.—Morning session, small ballroom. Greeting, President Alma Kitchell. Introduction of AWB officers. Report, Hospitality Committee. Clinic, "Our Business of Broadcasting." Panel, Lee Hart, NAB, "How Would You Handle A Department Store Account?" Dorothy Kemble, MBS, "What Do You Know About Station Operation As It Affects Your Program?" Frances Wilder, CBS, "How Well Do You Know The Daytime Listener?" Eleanor Hanson, WHK, "What Is Your Second Mile?" Wynn Hubler Speece, WNAX, "How Do You Reach Your Rural Audience?" Marie Houlahan, WEEI, "What Are Your Showmanship Techniques?"

12:30 p.m.—Luncheon; Guests of the New York Dress Institute.

2:30 p.m.—Afternoon session, small ballroom: Theme, "Radio Trends." Address, "Advertising Looks Ahead," Jean Rindlaub, BBDO Report, "The Public Looks At The Woman Broadcaster," Dr. Paul Lazarsfeld. Address, "Television's Appeal to Women," Jack Poppele, president, Television Broadcasters Assn. Address, FM and Facsimile, John V. L. Hogan, WQXR.

5:30 p.m.—Network cocktail parties.

7:30 p.m.—Dinner, Greeting Card Industry, Sert Room, Waldorf Astoria.

Saturday, March 8

8 a.m.—Breakfast, guests of Millinery Fashion Bureau, West Ballroom, Commodore Hotel.

10:30 a.m.—Morning Session: Theme, "Radio Serves the Public." Keynote Address, Margaret Culkin Banning. Panel Discussion. Moderator, George V. Denny Jr., "America's Town Meeting of the Air," ABC. Participants: Mrs. LaFell Dickinson, president, General Federation of Women's Clubs, Club; Miss Sally Butler, president, National Federation of Business and Professional Women's Clubs, Business; Dean Mildred C. Thompson, Vassar, Education; Danny O'Keefe, Youth; Miss Minerva Bernardino, President, Inter-American Council of Women (U. N. Member from the Dominican Republic), Women.

12:15 p.m.—Recess. Reception in Library, Honor Guests.

12:45 p.m.—Luncheon, Grand Ballroom: Theme, "Radio in the Public Interest." Presiding, Alma Kitchell, president of AWB. Invocation, Rev. Ralph W. Sockman, National Radio Pulpit, NBC. Message, Governor Thomas E. Dewey. Introduction, Honor Guests. Music, Eleanor Stieber, Metropolitan Opera Co. Address, A. D. Willard Jr., executive vice president, NAB. Preview, "Radio's Record," compiled by Dorothy Lewis, NAB coordinator of Listener Activity and Frances F. Wilder, CBS consultant on daytime programs. Participants in the presentation will include Robert R. Wason, chairman, National Assn. of Manufacturers; Frank Stanton, president, CBS; Edgar Kobak, president, MBS; Mark Woods, president, ABC; Paul Willis, president, Grocery Mfrs. of America; Bond Geddes, managing director, Radio Mfrs. Assn.; Dr. Sockman, Sherman Dryer, producer; plus a group of radio name stars, including Basil Rathbone, Bob Trout, Ted Husing, George Hicks, Mary Margaret McBride.

Tea—AWB Members Guests of N. Y. Woman's Council, Honoring Alma Kitchell.

Buffet Supper—Guests of Grocery Manufacturers of America, Crown Room, Matchabelli.

Sunday, March 9

Breakfast—Guests of Assn. of American Soap & Glycerine Producers Inc.

9:30 a.m.—AWB Business Session (closed, for Active Members only). Small Ballroom.

1 p.m.—Luncheon, AWB Board (closed), Suite.

BMB Report

FIRST COPIES of BMB's long-awaited area audience report came out of the bindery last week. They are 780-page volumes showing day and night audiences of 800 stations in 3500 U. S. and Canadian counties and 1200 cities. Book's main section, of 578 pages, is divided into state subsections, each starting with a state map showing counties and major cities, with a list of BMB subscriber stations in the state, followed by a breakdown that shows for each county and measured city the total number of radio families, plus all stations listened to once a week or more by at least 10% of the radio families, with their day and night audiences, expressed both numerically and as a per cent of the total.

COMMITTEE TO HEAR CELLER ON MARCH 3

HOUSE INTERSTATE and Foreign Commerce Committee is scheduled today (March 3) to hear Rep. Emanuel Celler (D-N. Y.) justify his bill (H R-1936) to broaden FCC powers over "public service" programs.

The measure is identical with the Celler bill of the 79th Congress (H R-4314) which failed to gain consideration [BROADCASTING, May 6, 1946] before the committee then headed by Rep. Clarence Lea (D-Cal.).

Annual IRE Meeting Will Attract 7,000

AN ESTIMATED 7,000 radio engineers are expected to attend the 1947 annual convention of the Institute of Radio Engineers starting today (March 3) and continuing through Thursday at the Hotel Commodore and Grand Central Palace, New York.

A radio engineering show, in which 168 manufacturing, industrial and research organizations, along with Army, Navy and Government agencies, will present the latest in radio equipment and techniques, will be a highlight of the convention.

NAB Body to Probe AFRA Pact to Meet

SPECIAL NAB five-man committee to decide whether the new AFRA-network agreement involves any hidden clauses that could lead to imposition of the secondary boycott, or unfair station clause, will hold its first meeting Wednesday at the Hotel Statler, Washington.

The committee was appointed Thursday by NAB President Justin Miller under orders from the board of directors.

Named to the exploratory group were Roger Clipp, WFIL Philadelphia (ABC affiliate); John Elmer, WCBM Baltimore (MBS affiliate); John J. Gillin Jr., WOW Omaha (NBC affiliate); I. R. Lounsberry, WGR Buffalo (CBS affiliate); Herbert Pettey, WHN New York (independent).

ASCAP - NAB MEETING SCHEDULED FOR MARCH

PRESIDENT Justin Miller of the NAB last week was authorized to arrange a special mid-March meeting between ASCAP and the NAB to discuss relations between ASCAP and the industry at the expiration of existing contracts Dec. 31, 1949. The action came at a New York meeting of the NAB Music Advisory Committee and was based on a request from John G. Paine, general manager of ASCAP.

The NAB committee is also seeking information about licensing procedure from SESAC, another music licensing organization.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.
American Broadcasting Company

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
SOON 5000 WATTS
1000 WATTS - FULL TIME

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—SOON!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

Serving California's
TWO GREAT MARKETS
KYA ★ KLAC
SAN FRANCISCO LOS ANGELES
Represented by
ADAM J. YOUNG JR., INC.
NEW YORK • CHICAGO

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

Salesman. Michigan ABC station has permanent position for experienced man, fifteen percent commission guarantee $50.00 weekly. Market over 200,000. All replies confidential. Box 834, BROADCASTING.

Station manager—New 250 watt midwestern station in town of 15,000 wants manager to take complete charge. Box 854, BROADCASTING.

Wanted—Sports announcer by 5000 watt network midwest station. Should have good personality, capable of handling all sports events, as well as special events. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 857, BROADCASTING.

Disc jockey wanted by 5000 watt midwest network station. Excellent opportunity for development of new program ideas. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 858, BROADCASTING.

A good outfit needs a good salesman and a good studio engineer to complete its staff. We are going places. Are you? Box 868, BROADCASTING.

Immediate opening for young woman who can write copy, produce programs and do some air work on new aggressive and progressive station in southeast. Some station experience preferrable. Give full details in first letter. If possible, enclose audition record and photograph. Box 888, BROADCASTING.

OPENING FOR TWO SALES ENGINEERS

Two qualified men are required by a prominent manufacturer of broadcasting equipment for the position of sales engineer in the midwest territory. Applicants should have a thorough knowledge of commercial broadcasting and the use of various types of apparatus. An engineering education is helpful but not mandatory. This is a real opportunity for ambitious salesminded men to command a good income if they produce the business. Please send full particulars about present and past employment, education, marital status, remuneration expected, and if possible, a photograph. Reply to

Box 856, BROADCASTING

MANAGER

18 years of showmanship
12 years in radio
SALES
PRODUCTION
PROMOTION
Young—aggressive
intelligent
Responsible
Can top $6500 this year in present capacity.
Box 912, Broadcasting

Best offer takes two Presto 8 N recorders complete with microscopes, perfect condition. Used less than one year. Contact Chief Engineer, KSTP, Minneapolis, Minn.

Help Wanted (Con't)

Top announcer-news specialist, including editing. Forty hours, two consecutive days off, New York Station. NBC station. Give full particulars. Photo and transcription desirable. Box 889, BROADCASTING.

Salesman, New York State. ABC station in outstanding market. An unusual opportunity to a good salesman. Write Box 894, BROADCASTING.

Program director, capable all-round man to assist manager new network station, outdoor country; small city; $225 month start. Box 896, BROADCASTING.

Network affiliate, southwest city of 12,000, wants announcer with first class license April first. Congenial surroundings; college town. Fifty dollars. Box 897, BROADCASTING.

Wanted. Transmitter operator, first class license essential, experience unnecessary, single man preferred, should have automobile. Write or telegraph WCPS, Tarboro, North Carolina.

Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station KHMO, Hannibal, Missouri.

Good ad lib man for lecturer's position to play theatres coast to coast for long established motion picture producer. Mature appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Serviceable car necessary. Excellent proposition for both. Give all details and include snapshots of both in first letter and interview will be arranged. Chas. B. Meade, Supervisor of Personnel, Box 249, Wilmington, Ohio.

Wanted—Engineer-announcer, first class license, opportunity advancement, new network station, studio and tower adjoin. Small town, reasonable living conditions, starting salary $50.00, apartment, house available. WMOC, Covington, Ga.

Engineer-operator, new 250 watt FM station immediately. Should be able handle installation; some announcing. Excellent opportunity for right man. Write or wire for interview WCTW (Courier-Times), New Castle, Ind.

Program staff needed for new kilowatt news, music, Mutual station going on air in 40 to 60 days. College training given preference. Must be versatile and enthusiastic about radio to join this ex-Marine in operating a top-notch station. Send details, disc, and photo to Pete Brandon, Station WFAK, Charleston, S. C.

Operator—First class, announcing experience desirable. State experience, training, full details first letter. Room guaranteed. WENC, Whiteville, N. C.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Immediate opening for transmitter engineer on Mutual affiliate station in Jefferson City, Missouri. Give full details first letter. Address R. L. Rose, KWOS, Jefferson City, Missouri.

Help Wanted (Con't)

Experienced announcer wanted. Immediate opening progressive 250 watt station in southeast. Knowledge of control board necessary. Box 906, BROADCASTING.

Mid-Atlantic regional network affiliate wants dependable announcer. Free insurance for employee and family. Two bonuses yearly. Send latest picture, full details, salary required first letter. Box 914, BROADCASTING.

Announcer. Experienced man familiar with controls. Mutual affiliate in Arkansas. Good pay, congenial conditions, but demand good work and character. Excellent references required. Have apartment. Write Box 913, BROADCASTING.

Need experienced writer capable of turning out hard hitting commercial and retail copy with plenty of punch. Must be willing to start at $50.00 a week with raises commensurate with ability. Write Frank A. Browne, General Manager, Radio Station KNOE, Monroe, La.

Good console engineer wanted by Western Electric equipped station in southeast. No announcing or combination duties. Box 915, BROADCASTING.

Transmitter engineer—250-watt Mutual. New Raytheon equipment. Experience unnecessary. Phone, wire, write, Manager, WHSC, Hartsville, South Carolina.

Hoping won't do it! Write for application today. Openings too numerous to list. RRR, Personnel Service, Box 413, Philadelphia.

Station manager—Excellent opportunity for steady, dependable man thoroughly familiar with all phases of small station operation. May be possible to purchase interest to right man. Present manager taking over own station elsewhere. Opening June first. Meantime, if can take up sales manager's duties so much the better. Tell full history, experience, references, first letter. Radio Station KIUP, Durango, Colorado.

New 250 watt station in Tennessee Valley building staff. Give full particulars in first letter. Box 900, BROADCASTING.

Wanted—Salesman for 250 watt Rocky Mountain broadcasting station. Excellent opportunity. Send picture and complete information. Write Box 903, BROADCASTING.

Wanted—Good announcer with first class ticket. WASL, Annapolis, Maryland.

Wanted — Experienced time salesman. Opportunity to advance to commercial manager. Commission basis. Box 925, BROADCASTING.

Wanted—First phone to operate 250 watter. No control work. We are installing 10 kw FM and new studios this summer. WKPT, Kingsport, Tennessee.

Announcer—Newly established eastern network station has opening for experienced announcer. Single man desired. Box 924, BROADCASTING.

Good salary plus commissions to experienced time salesmen who are first class and who want to become community men with new station in beautiful Mesa, Arizona. KARV.

Important transcription production and releasing organization wishes to supplement its existing sales offices with individual transcription brokers working under exclusive territorial franchise on commission basis. Interested parties please give complete data on coverage, number of salesmen employed, list of programs now in their portfolio, past sales results and references, Box 802, BROADCASTING.

Help Wanted (Con't)

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Wanted: Three announcers 15th March. Talkers—not barkers. Smooth, easy "sellers" with quality voices. Experienced men but—not "has beens". No sots. Send complete data, transcription, picture, qualifications etc., state expected salary. New station, perfect set-up. One KW. Post Office Box 2166, Montgomery, Alabama.

New Texas station needs sales manager, combination engineer-announcers, engineers. Attractive college town. KOSP, Nacogdoches, Texas.

Commercial salesman-announcer for progressive Mutual outlet. Tell all first letter. Raymond Caddell, General Manager, WHSC, Hartsville South Carolina.

Situations Wanted

Engineer, 1st phone, young, single, wishes connection progressive station. Available immediately. Box 869, BROADCASTING.

Talented team wants job with talent. *AA shows; telephone, street, platter. Well grounded, now with basic Mutual as PD and sportscaster, respectively, plus specials but minus talent. Want fair base pay, plus plusses for paying programs. Full details and air checks on request. Drop us a line. Follow the hunch that'll bring your mikes a one-two *AA punch. *Audience Approved. Box 871, BROADCASTING .

Announcer — Gifted at man-on-the-street, audience particpation, informal, friendly delivery as well as straight announcing, at liberty. Plenty experience, willing to travel but no floater. No coffee pots. Box 872, BROADCASTING.

Talented writer (all phases) and promotion manager, stymied in present job, seeks station or agency where ideas and results pay off. Married, young, responsible, versatile. Northwest preferred. Please give details in reply. Box 873, BROADCASING.

Experienced time salesman with successful record in major markets desires position with station in good market. Now employed as sales manager. Box 874, BROADCASTING.

Program director or announcer. 10 years experience, 32, married. Especially interested program director new station. Prefer New England. Prompt reply. Box 875, BROADCASTING.

Station program manager — Eighteen years radio experience, fifteen years major networks in New York City. Five years business management. Available immediately. Box 876, BROADCASTING.

FOR SALE

175 ft. Blaw-Knox tower, 4 insulators and flashing beacons.
Can be had approximately April 1. Must be purchased at present site and buyer to dismantle same. Make an offer, write or wire G. S. "Pete" Wasser, KQV, Pittsburgh.

TRANSCRIPTION HOUSES

New England representations for transcription houses desired by a man with a record for sales results.

Box 867, BROADCASTING.

PROGRAM DIRCETOR

8 Years Experience
Independent & Network-owned Stations
Available on Two Weeks Notice
BOX 918, BROADCASTING

Situations Wanted (Cont'd)

Looking for a radio station owner who needs additional capital and talent to develop his outlet to its fullest commercial potential. With a 10 year background in the commercial departments of leading NYC radio stations (currently associated with one of them), we are well equipped by background and training to plan, coordinate and "spark-plug" your complete sales effort and assist in improving your operation as a whole. The two of us work as a team and although our interest is in part ownership, we will consider attractive employment contracts without investment. Replies held in strictest of confidence. Box 881, BROADCASTING.

Copy sells—Continuity listens! Current work for radio advertising agency proves it! Young writer looking for broader scope with a radio station's continuity department. Box 883, BROADCASTING.

Engineer employed small Georgia station desires position midwest. Permanent. Details upon request. Box 884, BROADCASTING.

Announcer, veteran. Young, capable, 8 months experience newscasting CBS station. Desires opportunity for play by play baseball announcing this summer. Unusual and very pleasing style. Sure to catch. College background. East coast preferred. Can send disc. Box 885, BROADCASTING.

Salesman, experienced all phases radio, desires permanent association with established, progressive rep or network affiliate as commercial manager or assistant. Currently employed. Box 886, BROADCASTING.

Announcer-producer. Reliable, Master's Degree, married, pre-war English instructor; two years with southeastern 250-watter. Minimum salary $60.00. Desires position with future. Box 887, BROADCASTING.

Baseball announcer. Play-by-play experience in major leagues. Also other sports and general sports review. Will go anywhere. Box 890, BROADCASTING.

Adaptable newcomer. Professionally trained all phases announcing. Vet. Travel anywhere. Box 891, BROADCASTING.

Radio executive, 15 years experience, excellent reputation. Interested in general management and stock in station. Good record in establishing, developing and managing independent and network affiliated station. Flair for sales, local productions, local news, special events, over-all programming, promotion, employee and public relations. Equipped for competitive market. Versed in station and industry affairs. Inquiries will be answered and kept confidential. Box 892, BROADCASTING.

Chief engineer available soon. Technical consultant, broad experience, 5 years with 5-kw station; equipment design and construction. Engineering training plus Navy radio. Will bear responsibility of new construction; capable and efficient, valuable to new licensee. Permanent connection desired. Age 26, married. Box 893, BROADCASTING.

Can you use a man with top NYC radio-announcing school training, short on experience, but long on ambition and perseverance? Photo, disc, full particulars available. Box 895, BROADCASTING.

Program director-announcer: Veteran. Five years experience all phases announcing, disc jockey, continuity, and control board operation. Alert, industrious, competent. Available immediately. Prefer north or south central U.S.A. Box 898, BROADCASTING.

Announcer—veteran, 25, single, college. Free lance announcer-actor, midwest stations, stage. Desire permanent job. Discs available immediately anywhere in U.S.A. Write or wire John E. Bulno, 1312 Ada Street, Joliet, Illinois.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Transmitter engineer—20 years experience. Available for $50.00 weekly thru—RRR, Personnel Service, Box 413, Philadelphia.

Program director. Six years experience; network and independent. Musical background. College education. Single. Will go anywhere. Jerome Oppel, 242 N. Western Ave., Los Angeles.

Situations Wanted (Cont'd)

Available—I have spent 15 years in the radio business. Program, production, continuity, publicity and sports are my strong points. At present am free lancing in Detroit area with good income, but desire permanent income and future for my wife and two children. Can come for personal interview. Good references are available. Write, wire or call Loren (Bud) Watson, Jr., 1244 Taylor, Detroit, Madison 0057.

Writer. Network credits ranging comedy, mysteries, documentaries, seeks position with station or agency writing continuity, commercials or publicity. Box 697, BROADCASTING.

Announcer, dependable, single. Southwest preferred. College grad. Full details and disc on request. Box 899, BROADCASTING.

Announcer—Young, single, college, 1½ years experience; transcription on request. Box 901, BROADCASTING.

Control operator—First class license, desires position with progressive station, preferably New York or Calif. Five years experience. Best references. Stymied in present position. Box 904, BROADCASING.

Disc jockey—5 year man. Let transcription tell story. Box 905, BROADCASTING.

Program director for you, a good one. Superior in major market programming. Experienced announcer, writer, producer, musical director. Prompt answers. Box 907, BROADCASTING.

Good experienced announcer now with 5 kw. Desires staff job where talent shows are assigned by open audition. Box 908, BROADCASTING.

Three excellent commercial announcers, well-rounded backgrounds including sports, news, special events, etc. All family men. Desire permanent connections with new or old aggressive station. Box 909, BROADCASTING.

Station and commercial manager. 13 years experience. Interested in taking over management of new station with moderate salary and share of profits plus opportunity of eventually buying some financial interest. Available immediately. Wire or write 4606 Carondelet, New Orleans, La.

Station managers in midwest or west—Combination copywriter - promotion manager now available. FM experience. Presentation on request. Bo x 910, BROADCASTING.

Announcer, staff. Disc jockey—two years experience, 27, married. Audition disc upon request. Box 916, BROADCASTING.

Secretary—Good radio background, including program scheduling, women's programs, writing copy; B.A. degree '41, English, speech, journalism; 5 years business experience. Box 917, BROADCASTING.

Available—General manager, commercial manager, program manager. All announce, sell, write, have car, play by play. May have chief engineer. Now employed together. Box 850 BROADCASTING.

Announcer—5 year background featuring news and special events. Prefer east but consider all offers. Available immediately. Box 835 BROADCASTING.

Announcer—3 years experience, top disc jockey, can really sell. College grad. Veteran. Box 845, BROADCASTING.

Manager—Seventeen years experience. Operations and sales policies have proved ability to produce. Box 847, BROADCASTING.

Woman's director with continuity and air experience desires permanent affiliation with progressive station. References. Box 848, BROADCASTING.

Nationally known network announcer, news and sports commentator, desires position as sports director for regional network, or single station affiliation as manager, assistant manager, or program director. Best references. Write Box 851, BROADCASTING.

Engineer: Sixteen years experience AM/FM, construction, maintenance, operation. Desire chief engineer position. First telephone, telegraph licenses. Available immediately. All inquiries answered. Box 630, BROADCASTING.

Announcer—Young married man, 27, recent graduate radio school desires position announcer, disc jockey. Box 813, BROADCASTING.

Engineer, 1st phone, experienced, studio, transmitter desires position with any station within 200 miles of New York. Box 824, BROADCASTING.

Announcer-news editor, excellent experience, versatile. College background. Also professional writer, actor. Prefer New England or east. Box 825, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, single, 21. Trained Columbia College Chicago. Extensive turntable practice. Audition disc, required information on request. Box 879, BROADCASTING.

Station managers—Here's an opportunity to get some sparkling continuity. Versatile writer with ideas galore waits, like Richard, for an open door. Box 880, BROADCASTING.

Chief engineer now employed one thousand watt station desires change. Two complete one thousand watt installations to my credit. Best references as to character and ability. Deep south or southwest only. Box 922, BROADCASTING.

New England programen: versatile young man fully available for continuity (re-) conditioning of your music, commercial cuisines. Comes with 1½ years announcing BG; agility of thought; potency of imagination; best of references. If you care for adjustability, interview its' man! Box 921, BROADCASTING.

For Sale

For sale—Two Presto turntables at $265.00 each. Each contains one Langevin offset reproducer arm; KS-10066 switch; 711 A bracket; 9 A reproducer head; 171 A coil; 10 A Presto turntable; turntable cabinet. Also one Presto turntable at $285.00 containing one 10 A Presto turntable; 5 A Western Electric arm; 9 A reproducer head; KS-13386 equalizer switch; 171 A coil; 712 A bracket; and cabinet. Write Loyd Sigmon, Chief Engr., KMPC Los Angeles 28, Calif.

New Presto model 85E recording amplifier with equalizer $330.00. New Presto reproducing group consisting of 151 A pickup and compensator, 501 A scratch filter, 601 A diamond $98.00. First come first served—rush 20% deposit. Box 878, BROADCASTING.

Fairchild 199 recorder, new condition, $575.00. First come, first served. Box 882, BROADCASTING.

For sale—Ready for immediate installation 304C Western Electric transmitter, complete with $1800.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KIEM 93, Eureka, California.

For sale: Composite transmitter, excellent condition. Contact Tom Carr, Carroll Broadcasting Company, Carrollton, Georgia.

For Sale: Gates 30 console complete, $679.50; Gates dynamote complete, $188.50; 2 Audak pickup heads, arms, and filters, $75.00 each; Audak head and arm, type D-2-E, $45.00; SX36 Hallicrafters AM-FM receiver, $275.00; SX-28 Hallicrafters receiver $159.50; NC-100-KA National receiver with speaker $130.00; General Radio 377B signal generator $120.00; Clough Brengle 79D audio signal generator $89.50; Clough Brengle graphoscope #127 unilateral frequency modulator $125.50; Western Electric coaxial antenna adjusted for 43.2 mc $90.00; 2 coaxial cables 115 feet 3/8" $23.00 each; 63 feet 7/8" flexible coaxial cable $25.20. Priced FOB Washington. WINX Broadcasting Company, Washington, D. C.

General Radio—650 A impedance bridge; 726 A vacuum tube voltmeter. Daven—antenna impedance measuring set complete with General Radio type 710 N precision variable condenser, .1 to 1.111 ohm decade units, Weston Thermo-galvanometer, and coupling unit. All for $400.00 f.o.b. Dallas, Texas, Box 911, BROADCASTING.

For Sale: 100/250 watt composite broadcast transmitter complete with composite console and speech input equipment. Western Electric program limiter. Now in use available in 90 days. Call or write Doyle Osman, KXO, El Centro, Calif.

Selsyn motors suitable for synchronous studio timing. $10.00 pair. Mautner, 201 W. 16th St., New York City.

For sale—Two (2) Presto turntables used less than one year—$1050. Write or wire WBPZ, Lock Haven, Pennsylvania.

For sales—New 250 watt fulltime network affiliate in southern single station market. Potential twelve to fifteen thousand net. Ill health and on doctor's orders only reason for selling. Box 902, BROADCASTING.

For sale—49% of new local fulltime west Texas, no competition, should clear 40%, good small market. Box 923, BROADCASTING.

For sale—Western Electric 22 D remote equipment. Never unpacked. Best offer takes it. Box 925, BROADCASTING.

RWG Will Record Verbal Writer - Producer Pacts

A PLAN for recording all verbal contracts made between writers and producers was submitted by the grievance committee of the Radio Writers Guild and approved at its last membership meeting.

All Guild writers would be required to call the Guild informing it of any verbal contract made with agency or station producers for a script or a series of scripts. The details would then be filled in on a duplicate blank by the Guild. A copy would be sent to the producer confirming his negotiations with the writer.

For Sale (Cont'd)

For sale—Western 250 watt network affiliate less than 250 miles from Los Angeles. Located in great year-round vacationland with fine, dry climate. This property offers splendid opportunity for future development which is now underway. A sound value at a very low price—$60,000. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

Wanted to Buy

Wanted—Cutting head for RCA 70-A transcription turntable or used transcribing equipment of standard make in good condition. KVAN, Vancouver, Washington.

Equipment wanted—Used sound effects table with two or more turntables. Please airmail description and price to KGER, Long Beach 2, Calif.

Miscellaneous

Newsman wants to invest $5,000 and talents in your radio station anywhere. Box 920, BROADCASTING.

WANTED

TOP PROMOTION MAN FOR ONE OF BROADCASTING'S TOP PROMOTION STATIONS

Here is an opportunity that probably won't "knock" again in a blue moon. Are you the man to head up one of radio's top station promotion departments?

The man we're thinking of must be adequately educated, well versed in sales promotion, in media promotion, trade journal and newspaper advertising, direct mail, sales presentations—and the mechanics of all phases of publicity. And he is tremendously enthusiastic about radio.

He is a family man who enjoys his home, wants to settle down permanently in a community that is made to order for good living—and become part of it. He possesses judgment and stability to direct the activities of others under him.

If you're "that" man, apply in writing, giving detailed information about yourself—age, educational background, employment record, religion, salary, etc. Your reply will be held in strict confidence. Address Box 919, BROADCASTING.

Decentralization of Radio Asked

Attack on Commercialism Also Heard by Civil Liberties Union

MONOPOLISTIC tendencies and hyper-commercialism threaten the freedom of the air, speakers told the 27th annual meeting of the American Civil Liberties Union in Manhattan's Henry Hudson Hotel Feb. 22.

The charges that the air (as well as the press) had fallen into monopolistic control were leveled by Morris L. Ernst, liberal attorney and author of *The First Freedom.*

"It is a serious thing," said Mr. Ernst, "that in 110 areas of the United States the press and radio facilities are controlled by monopolies." He urged, as he had in his book, that ownership of press and radio be decentralized.

The allegation that commercialism was destroying the freedom of the air was made by Morris Novik, former manager of WNYC, the New York municipally-owned station, and currently a public service radio consultant.

Quincy Howe, CBS news analyst, a speaker at the luncheon meeting, told the gathering that the "reconversion from war to peace has hit radio news hard." Peacetime news programs, he said, had raised new problems requiring different treatment from that adduced by war.

"Who is to say what kind of radio news best serves the public interest, convenience and necessity?" asked Mr. Howe. "The listening public remains, of course, the court of last appeal, but the listening public is not always quick to react. The FCC has no authority to determine program content."

Dr. Paul Lazarsfeld, director of the Bureau of Applied Social Research and author of *The People Look at Radio*, appeared with Mr. Novik in the panel discussion. Dr. Lazarsfeld thought that "the problem lies in any way we can find for radio to shift the changes in thinking of the population."

WLW Is Observing 25th Anniversary

WLW Cincinnati is celebrating its 25th anniversary this week and has planned a special anniversary broadcast for Wednesday (March 5) at 7 p.m. (EST), James D. Shouse, president of Crosley Broadcasting Corp., owners of WLW, announces.

Appearing on the hour-long broadcast will be leading radio personalities and "behind the scenes" workers who helped build WLW to its present stature. Among former WLW entertainers invited to participate are Jane Froman, the Mills Brothers, Singin' Sam, Little Jack Little, and Hink and Dink. Stars now in New York will be heard via lines to WINS, Crosley outlet in Manhattan.

A feature of the broadcast will be the playing of "Song of India," first heard over WLW's predecessor, 8CR. Powel Crosley Jr., founder of the station, will introduce the number. Mr. Crosley began broadcasting by playing "Song of India" on a phonograph and broadcasting it through his 20-w experimental station in 1921. The prologue to "Pagliacci," one of the first musical selections heard on WLW, also will be broadcast during the anniversary program.

Mr. Crosley, Mr. Shouse and Fred Smith, first manager of WLW, are scheduled to appear on the program, arrangements for which are under supervision of Eldon Park, vice president in charge of programs. Peter Grant, a WLW veteran, will be narrator of the show.

AVIATION CORP. NET EXCEEDS 14 MILLION

CONSOLIDATED net earnings of the Aviation Corp. whose wholly-owned subsidiary, the Crosley Broadcasting Corp., owns WINS New York and WLW Cincinnati, amounted to $14,235,339, including extraordinary profits on sales of securities, for the fiscal year ended Nov. 30, 1946. This is equal after preferred dividends to $2.06 a share on the common stock, according to the corporation's annual report issued on Friday.

Net earnings included non-recurring profits of $12,721,245, after taxes, on sale of $211,000 shares of American Airlines Inc., and $1,550,000 representing estimate of tax credit resulting from carry-back provisions of the Internal Revenue Code. Consolidated net sales for the 1946 fiscal year amounted to $52,781,267.

The above figures included operating results of the Crosley Corp., radio set manufacturers now operating as a division of the Aviation Corp.

Rodner Says Video Is Practical Now

THAT TELEVISION at its present stage is not economically practical was branded as a major fallacy by Ardien B. Rodner, president of Television Productions, in an address before the Chicago Assn. of Commerce and Industry, Feb. 26. Mr. Rodner, who resigned from Commonwealth Edison, Chicago, last month to open one of the nation's first independent television production firms rejected the idea that television can succeed only as an adjunct of motion pictures utilizing motion picture production facilities.

"Actually," he declared, "television is more closely related to radio than the movies or the stage in the character of its programming because it has the same factor of immediacy, the ability to show things as they happen." Mr. Rodner believes that television audiences would soon tire of eight hours a day, seven days a week of Hollywood dramatics.

"Another fallacy based on the alleged high cost of television programs is the claim that great numbers of people are required to put television shows on the air," he said.

Legislative Mill

H. R. 2228—A proposed amendment to the Communications Act by Rep. Thomas J. Lane (D.-Mass.) introduced Wednesday would prohibit "use of radio broadcasting facilities for the dissemination of views in furtherance of any movement which is subversive of the Government of the United States," or which advocates theories or doctrines contrary to the Constitution of the U. S. or any State.

H. R. 1936—Celler Bill to make radio a public utility, scheduled for consideration before House Interstate and Foreign Commerce Committee today (March 3) as to whether hearings will be held (see early story).

H. Res. 111—Passed in House on Wednesday will give subpoena powers to Labor Committee (see early story).

Book Matches

PERSONALIZED book matches are being distributed to radio editors of local newspapers and trade papers by ABC Central Division, Chicago. Match cover is red, with blue printing giving name of individual editor and message "Don't forget, Drew Pearson now at new time, 5 p.m. Sunday, WENR."

Propose New Approach to Research

Spend More on Applying Data, Sam Barton Advises AMA

A PLEA for a more intelligent approach to radio audience research was made by Sam G. Barton, president, Industrial Surveys Co., last week at the radio luncheon session of the New York chapter of the American Marketing Assn.

Application Important

Speaking on the topic "How Much Can We Spend for Radio Research?" Mr. Barton said that with stations, networks, advertisers, advertising agencies, station representatives, Government agencies, schools, radio research firms and associations of various kinds all buying and making radio audience research, "the maze of relationships makes it almost impossible (like taxes) to know what the real costs are.

"One result, however," he declared, "is that almost all of the money is being spent to collect data, with little left over for its application."

Mr. Barton gave these basic reasons why radio research is needed at all: "To know whether a program is being heard by as many people as we might reasonably expect. To be periodically assured that a reasonable number are continuing to listen (or to be warned if they are not). To learn how we may increase the size of the radio audience. To build the desired kinds of programs. To select program types which will attract the type of audience desired."

He followed this with five criticisms of radio audience research as it is today:

1. Too little time, money and energy is spent for analysis, interpretation and application of the findings.

2. Too little is spent for pretesting or controlled experiments.

3. Present audience size and distribution measurement samples should be "vastly increased" to permit sectional and partial network measurements.

4. Too many useless figures are collected, processed, computed, printed, and charted, obscuring the useful facts.

5. There is still "much inefficiency and duplication" in collecting data and their preliminary treatment,

While many kinds of statistics are needed, Mr. Barton pointed out that not all are needed every week.

In a final suggestion to advertisers, prompted by the criticisms of radio research raised by Robert Elder of Lever Bros. Co. [BROADCASTING, Feb. 10], Mr. Barton advised them "to take a leaf from the methods of modern sales management and reason out logically what the fundamental methods are for the budgeting and controlling of an advertising program. When advertisers have this well in hand, then and only then, will the industry know what measures of media are required. Developing radio research to fit the bill will then be easy, once the specifications are truly known."

Petrillo

(Continued from page 13)

change of the rules, it is possible that several committee members will turn over their time to Reps. Hoffman and Kearns.

The decision to call Mr. Petrillo was reinforced by AFM edicts [BROADCASTING, May 6, 1946] banning:

1) AFM musician service for both AM and FM transmitters on a single fee;
2) Similar simultaneous service for television broadcasts;
3) Broadcasts of foreign musical programs (Canada excepted).

The prohibitions are still being enforced presumably pending the Supreme Court decision on the Lea Act.

The committee is reportedly interested in the manner in which the AFM is conducted and may, if time permits, study the AFM constitution to which attention was drawn by Dr. Maddy. He told the committee that union membership is completely subordinate to the will of the president who, in effect, says Dr. Maddy, even re-elects himself.

One committee member told BROADCASTING that the problem of writing legislation guaranteeing rights of broadcasters and individual union members might be easier if the Lea Act is thrown out by the Supreme Court. He said it may then be possible through amendments to the National Labor Relations Act to broaden the definition of rights for both unions and management to eliminate criticism of "class legislation" such as has been associated with the Lea Act.

He added that, in any case, the Lea Act does not offer sufficient protection from the kinds of abuses attributed to the AFM. Dr. Maddy pointed out that the union has been able to extend its powers into broadcasting, without regard for the Lea Act, through "unfair rulings" which forbid union musicians from working for broadcasters.

Radio Sales School Plan Well Received

STATION MANAGERS, commercial managers, old-timers in radio selling and beginners in the industry attended the radio sales training seminar held in Cincinnati Feb. 24-26 under sponsorship of the Fred A. Palmer Co., advertising and radio consultants. Fifteen states were represented.

Plans already are under consideration, according to Fred A. Palmer, head of the firm bearing his name, and R. M. Fleming, vice president, who directed the seminar activities, to expand the seminar to include other sections of the country. Mr. Palmer and Mr. Fleming made this announcement after requests for seminars had been received from Dallas, San Francisco and Atlanta.

"Students" attending the Cincinnati seminar spent eight hours a day attending lectures, sales demonstrations and quiz sessions, and at the close of the seminar each "student" received a certificate of completion.

All of the seminar speakers emphasized the importance of closer attention to servicing existing accounts, more thorough knowledge on the part of radio salesmen of station information, and greater emphasis on programming as a means to combat competition.

A 10-point sales and service program for radio salesmen was presented by Mr. Palmer. Appearing as lecturers, demonstration leaders or panel participants were: Don Davis, WHB Kansas City; Charles Caley, executive vice president of WMBD Peoria and WDZ Tuscola, Ill.; J. W. Knodel of Avery-Knodel Co., Chicago; Kenneth W. Church, executive vice president of WCKY Cincinnati; Miss Katherine Hardig, assistant radio director of the Ralph H. Jones agency, Cincinnati, and Stephen Douglas, director of sales promotion, the Kroger Co., Cincinnati.

RADIO and allied fields were well represented at ceremonies marking an increase in power to 3 kw for WSPA-FM Spartanburg, S. C. [BROADCASTING, Feb. 24] Among those attending were (l to r): A. D. Ring, of Ring and Clark, Washington, D. C., consulting engineers; Sol Taishoff, editor and publisher of BROADCASTING; Horace Lohnes, of Dow, Lohnes and Albertson, Washington radio lawyers; Gov. J. Strom Thurmond, of South Carolina; Phil Merryman, NBC New York; Walter J. Brown, vp and general manager of Spartanburg Advertising Co., owners and operators of WSPA and WSPA-FM; Turner Catledge, assistant managing editor of the *New York Times*.

Oklahoma

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meeting, and an evening discussion of commercials.

At the Friday public relations and promotion forum Joseph W. Hicks, president of Jos. W. Hicks Org., Chicago, who served as chairman, reviewed results of a nationwide survey he had conducted. He found that a third of stations answering a question on public relations problems had expressed fear of too much Government regulation, with possible ultimate Government ownership of radio.

In a speech by Miles Heberer, New York State Radio Director, scheduled to be read in absentia, work of the State bureau was described. The bureau supplies program and information service for 82 stations in the State.

Saturday's schedule covered management problems, role of audio media in audio-visual education; community resources in programming; audience attitudes, radio news, women broadcasters, general advertising problems, function of a university in radio research, sports.

Sunday, final day, included discussions on school training for radio, listening habits, serious music and meetings on FM and television.

Plans for FM

At the FM meeting Bill Bailey, executive director of FM Assn., in a prepared speech was to say that FM broadcasting will move forward swiftly this year as 10 kw transmitters become available in the summer. Many stations are now operating on low interim power, he explained. Arrival of table model AM-FM sets in quantity by early summer, with larger shipments will be another important factor, he said, predicting 700 FM stations will be on the air by the end of the year.

He revealed FMA had learned that all manufacturers would help put over FM if FMA would hold off its promotion campaign for a year. FMA's answer was "emphatically no," fearing irreparable damage from any further delay as the market becomes flooded with expensive AM consoles.

Selly Defends Labor

SENATE LABOR Committee on Tuesday heard Joseph P. Selly, President of American Communications Association, CIO, offer a general indictment of what he called a "legislative attack" on trade unions. On Thursday, the Committee heard testimony from James Mathias, Director of Organization, United Electrical, Radio and Machine Workers Union. The Committee is taking testimony from both industry and labor preparatory to submitting a series of labor bills to the Congress.

Televise Denny

IRE BANQUET on Wednesday, with FCC Chairman Charles R. Denny as principal speaker, will be televised by WNBT New York, NBC video station, starting at 8:45 p. m. Dr. W. R. G. Baker, General Electric Co. vice president in charge of research and incoming IRE president, and Dr. Frederick B. Llewellyn of Bell Labs, outgoing president, will also speak at the dinner session of the three-day convention.

Skywave

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a future but a very present one and should be dealt with in the Rules and Standards independently of whether or not an increase in power of 1-A stations is permitted."

To FCC's suggestion that evidence on daytime skywave may be introduced in the clear-channel hearings, the petition said CCBS "intends to introduce all evidence that is available," but that "there is insufficient data on the problem to enable the Commission intelligently to base any revised Rules and Standards."

CCBS voiced belief that its members "and other representatives of the industry will cooperate and assist in carrying out the investigation and survey, as they did in 1935, if co-channel duplication of clear channels is halted long enough to make the investigation and survey."

Mr. Leydorf's accompanying affidavit pointed out that existing Rules and Standards governing "assignment and allocation of frequencies for daytime use and the protection accorded stations operating during the daytime from electrical interference are based upon curves showing the field intensity of the groundwave against distance, and these curves in turn are based upon electrical theories which, beyond certain limiting distances, yield wide discrepancies between theoretical and actual results."

Mr. Leydorf made six suggestions for the investigation:

1. The measurements should consist of a continuous recording of the field intensity of standard broadcast stations covering all the hours between sunrise and sunset, and extending over a period of at least one year.
2. The stations and points of measurement should be geographically spaced so that the variation of field intensity with distance can be determined.
3. The points of measurement should range from that distance where groundwave predictions are reliable to that distance where the observed fields are negligible.
4. The effects of atmospheric noise should be minimized by various means, such as substantially narrowing the band width of the measuring equipment.
5. The stations measured and the points of measurement should be chosen so that the effects of frequency and latitude can be isolated.
6. In two or three cases a given station should be measured in different directions to determine interference.

At Deadline ...

5 NEW STANDARD OUTLETS AUTHORIZED BY FCC

FIVE NEW standard stations authorized by FCC in report issued Friday. Of these Southeastern Broadcasting System (James S. Rivers) previously had grant for Sanford, Fla., which was subsequently rescinded.

Grants are: Voice of Dixie, Birmingham, Ala., 690 kc 1 kw day; Shawnee Broadcasting Co., Chillicothe, Ohio, 1490 kc 250 w unlimited; Nonpareil Broadcasting Co., Council Bluffs, Iowa, 1560 kc 500 w daytime (Comr. Durr for hearing); KAW Broadcasting Co., Topeka, Kan., 1560 kc 500 w daytime; Southeastern Broadcasting System, Sanford, 1400 kc 250 w unlimited. Southeastern originally had been granted Jan. 8, was rescinded following day. New grant is conditional re technical data.

Ownership of permittees is as follows:

Voice of Dixie Inc.—Iralee Benns, president (20%), high school mathematics teacher; Cyril M. Brennan, vice president (50%), retired; William E. Benns Jr., secretary-treasurer (10%), electrical engineering instructor, U. of South Carolina; William E. Benns Sr. (20%).

Shawnee Bcstg. Co.—D. C. Summerford, president (75 sh), assistant technical director WHAS Louisville, Ky.; J. H. Callaway, treasurer (50 sh), WHAS office manager; George Walsh, vice president (5 sh), WHAS sports staff; Frank A. Dieringer (40 sh), chief engineer WFMJ Youngstown, Ohio. Each has held two shares; rest of holdings subscribed or optioned.

Nonpareil Bcstg. Co.—New Nonpareil Co. (158 sh), publisher daily Nonpareil; Robert R. O'Brien, president (1 sh), director New Nonpareil; W. P. Hughes, vice president (1 sh), board chairman New Nonpareil; Robert H. O'Brien (1 sh), feature writer; Ora L. Taylor, treasurer (1 sh); William E. Ware (1 sh), former western sales manager North Central Bcstg. System and KWFC, to be station manager; Clyde A. Blanchard (13 sh), executive vice president State Savings Bank, director KMMJ Grand Island, Neb., of which his wife owns 50%; Raymond A. Smith (13 sh), attorney; John W. O'Brien, secretary (1 sh), secretary New Nonpareil. Mr. Ware entitled to subscribe to stock up to 25% interest.

KAW Bcstg. Co.—E. H. Hatcher, president, attorney; J. A. Costelow, vice president, electrical engineer; J. S. Parker, treasurer, attorney; L. E. Fisk, secretary, contracting firm (each 22.5%); P. L. Thatcher (11.2%), office supply equipment.

James S. Rivers trading as Southeastern Bcstg. System. Mr. Rivers is operator of WMJM Cordele, Ga., and Fort Pierce, Fla., applicant.

PROGRAM ANALYSIS REQUIRED ON ALL FM CP PETITIONS

FCC WARNED Friday that henceforth it will not accept FM CP applications not accompanied by proposed "Weekly Program Analysis," in triplicate, in form prescribed by Blue Book. Such applications, FCC said, will be returned as incomplete.

Though FM applicants have been required since last March, when Blue Book appeared, to file proposed program data before getting CP, Commission said one out of five applications lacks it, and 52 now on file cannot be processed because of this deficiency.

FCC said it will re-examine all pending FM applications in near future "and will take such action as may be appropriate in cases where a proposed weekly program analysis has not been submitted." Pending applicants were advised to make sure complete program information is on file, and, if not, to submit it "without delay." FCC provides forms (Mimeograph No. 94421) and instructions (Mimeograph No. 96000).

TOM STOKES, United Feature Syndicate columnist, received third annual Raymond Clapper Memorial award of $500 from President Truman at White House Correspondents Assn. dinner Saturday night.

'FOLK MUSIC' PREFERRED TO 'HILLBILLY' AT OKLAHOMA U.

PROGRAM improvement will require increased station revenue, John Tinnea, commercial manager of KWK St. Louis, told Oklahoma U. conference session on local selling Friday morning (early story page 20). Clark Luther, sales manager of KFH Wichita, said overselling hurts many local accounts. Don Davis, manager, WHB Kansas City, urged stations to have thorough knowledge of competitive media and accounts. L. A. Blust Jr., commercial manager of KTUL Tulsa, demonstrated stations sales charts.

Hillbilly term should be replaced by folk music, George Biggar, general manager, WIBC Indianapolis, proposed at hillbilly session. Bradley Kincaid, WSM Nashville, said station managers do not give folk music program breaks and sponsors it deserves. Harold Safford, WLS Chicago program director, said WLS Saturday night program had switched back to hillbilly format after trying swing.

BMB is "greatest blow yet struck at scotch-and-soda selling," U. conference told by William O. Wiseman, sales promotion manager, WOW Omaha, during audience survey panel.

ENTERPRISE PICTURES PLANS $1,000,000 DRIVE

DONAHUE & COE, New York, will open office in Hollywood to service new account, Enterprise Pictures, and continue servicing Metro-Goldwyn-Mayer. Walter Blake, formerly vice president of Blaine-Thompson agency and account executive on the Warner Brothers account, appointed by Donahue & Coe as account executive on Enterprise Pictures.

Enterprise appointed agency last week and will start campaign on "The Other Love," and "March of Triumph." Plans for "Arch of Triumph," it was revealed, has initial budget for advertising and promotion at $1,000,000.

PHILA. TV APPLICATION

PHILADELPHIA *Daily News* filed amended television application Friday showing formation of $500,000 subsidiary applicant, Daily News Television Co., controlled by Seaboard Radio Broadcasting Corp. (WIBG). Seaboard, which previously withdrew own video application, holds 81% of new company. *Daily News* owns 10%; Lemuel Schofield, attorney, 4.6%, and Jack E. Lit, Camden real estate man, 4.4%. Application is for only remaining Philadelphia channel, No. 12. Development of studios in John Wanamaker Dept. Store proposed, and WIBG-owned tower site outside city will be used (*Daily News*' proposed downtown site has been found unsatisfactory). Amended application filed by Thad H. Brown Jr. of Roberts & McInnis, attorneys.

FCC TO STUDY BOOSTER PLEAS

PENDING formulation of overall policy, FCC announced Friday, applications for AM booster or synchronously operated amplifier stations will go into Commissions's pending files. First to go was WCMI Ashland, Ky.'s application for booster at Huntington, W. Va.

As preliminary to policy-making, Commission invited interested persons to assist in FCC study by submitting comments and suggestions. Proposed rules will be drawn up later.

ATLASS ACCEPTS WILLKIE AWARD FOR WBBM

SPECIAL AWARD to WBBM Chicago for advancing national unity through *Democracy, U. S. A.* (Sun., 10:30-10:45 a.m., CST) presented by President Truman Friday night as feature of annual Wendell L. Willkie Awards for Journalism ceremonies and dinner at National Press Club, Washington. WBBM and *Chicago Defender*, Negro newspaper, cooperate in presenting *Democracy, U. S. A.*, which dramatizes lives of outstanding Negroes who have contributed to America's progress.

Chicago Defender, like WBBM, received certificate of merit for its part in weekly broadcast. Receiving award for WBBM was H. Leslie Atlass, vice president of CBS Central Division, Chicago, and for newspaper Charles Browning, *Defender* representative.

NEW STATION FOR NEWARK; WCAX, WAGE INCREASES

FINAL DECISION announced by FCC Friday effectuating Dec. 12 proposal to (1) grant Newark Broadcasting Corp.'s application for new Newark, N. J.. station on 620 kc with 5 kw, DA fulltime, and (2) authorize power increases on 620 kc to WCAX Burlington, Vt. and WAGE Syracuse, N. Y. [BROADCASTING, Feb. 16]. WCAX authorized to increase from 1 to 5 kw, DA fulltime. WAGE grant, to raise daytime power from 1 to 5 kw, provides for similar increase in night power, using DA, when applied for as suggested at hearing.

Mutually exclusive with grants approved, applications of Donald Flamm and Metropolitan Broadcasting Service for new 5-kw stations on 620 kc in New York were denied.

Newark Broadcasting, new-station grantee, owned by six Newark residents: Arthur Walsh, vice president of Edison Co. and former U. S. Senator, president and 20%; Arthur Vanderbilt, attorney and dean of New York U. Law School, treasurer and 30%; Mrs. Parker O. Griffith, leader in civic and music circles, vice president and 5%; Stuart Heddon, retired banker, secretary and 20%; Earl Rodney, banker, 20%; Lewis B. Ballantyne, business, 5%.

Closed Circuit

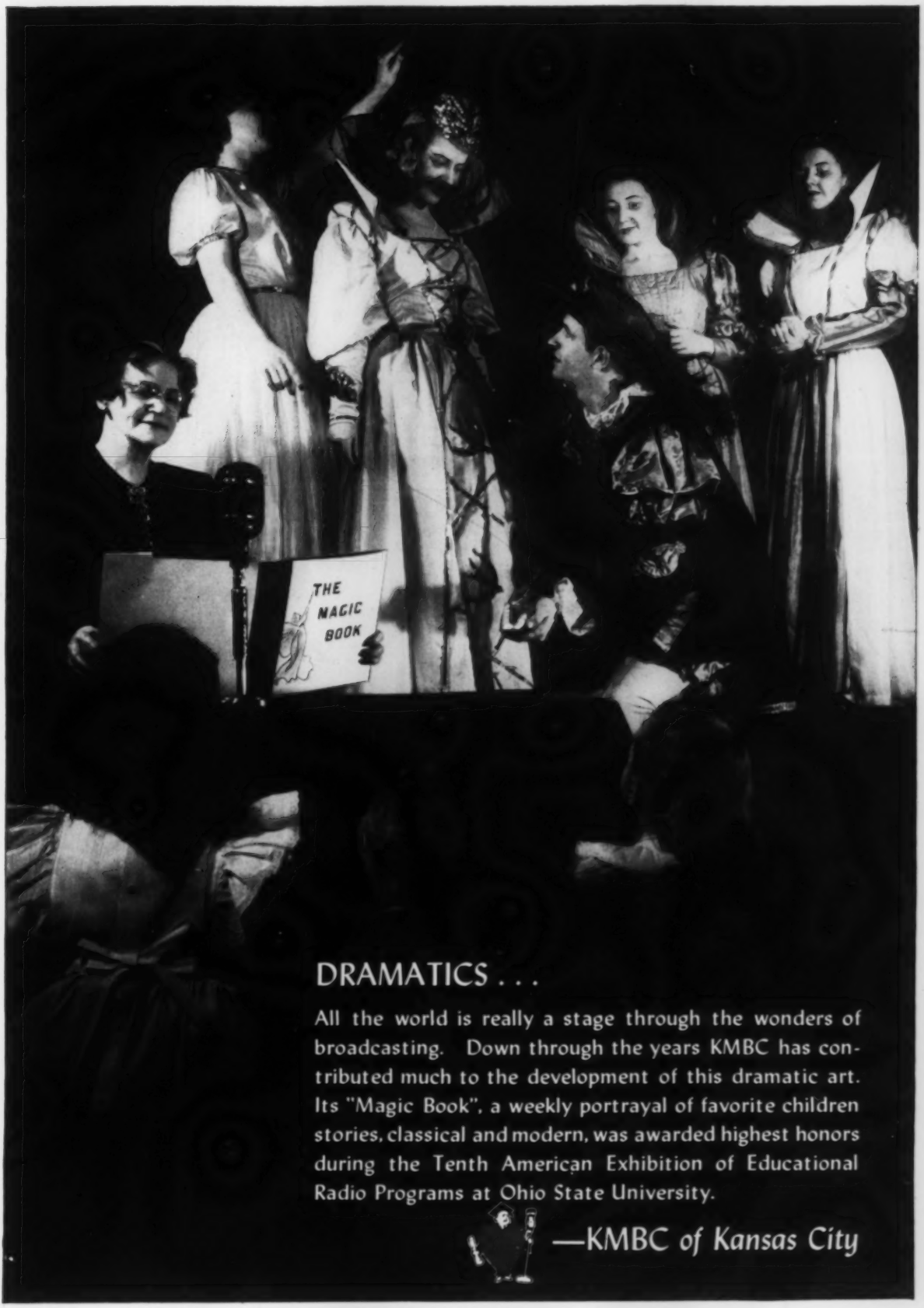
(Continued from Page 4)

(Green Giant), Le Sueur, Minn., and Brown Shoe Co. (Buster Brown), St. Louis, expected to sign for one Waring show each, leaving NBC to absorb only one of $2,500 talent segments. Network has received verbal okay from agency to move Waring program to 10 a.m. (EST) in order to sell 11-11:15 a.m. (EST) period to Manhattan Soap Co. through Duane Jones Co., New York, for daytime serial. Only barrier to proposal is whether to hold off until return of standard time next fall.

PACKAGE shows being offered to advertising agencies in past few weeks for summer and permanent replacements have been dominantly low-budget script shows—everything from melodrama to mysteries—rather than costly musical shows usually offered at this time.

NEGOTIATIONS by independently-owned Canadian broadcasting stations for long-term agreement on music copyright fees with BMI Canada Ltd., and Composers, Authors Publishers Assn. of Canada, are understood to be nearing completion.

U. S. PROPOSALS for World Radio & Telecommunications Conference will be made public this week (early story, page 26).



DRAMATICS . . .

All the world is really a stage through the wonders of broadcasting. Down through the years KMBC has contributed much to the development of this dramatic art. Its "Magic Book", a weekly portrayal of favorite children stories, classical and modern, was awarded highest honors during the Tenth American Exhibition of Educational Radio Programs at Ohio State University.

—KMBC *of Kansas City*